AMERICAN COUNCIL OF ENGINEERING COMPANIES

DEEP SOUTH CONVENTION & EXHIBITOR’S TRADE SHOW
ALABAMA • ARKANSAS • LOUISIANA • MISSISSIPPI

Sandestin Golf and Beach Resort
July 9-11, 2015 | Sandestin, Florida
About the Program

Deep South Convention: Join Members of the American Council of Engineering Companies (ACEC), owners and key principals of engineering companies from the Deep Southern States of Alabama, Arkansas, Louisiana and Mississippi.

Exhibitor’s Trade Show: Back again this year, a vendor and exhibitor trade show is offered to industry suppliers and professionals that support engineering companies. The Exhibitor’s Trade Show is a wonderful opportunity for ACEC Affiliates, Sustaining and Associate Members to showcase their products and services to a targeted audience – key principals of the top engineering companies in Alabama, Arkansas, Louisiana, Mississippi and other guests. Convention registration, membership breaks, and breakasts will take place in the Exhibit Hall for ACEC Members to network with meeting sponsors and trade show exhibitors.

Sponsorship Opportunities: Convention costs are offset by the generous support from our convention sponsors and exhibitors. Support your engineering colleagues through your participation. See attached Exhibitor/Sponsorship opportunities and note these opportunities are first come-first served basis.

Accommodations: Sandestin is the number one Resort of the Emerald Coast, and has created a world of its very own. Carved from 2,400 beautiful acres, this Resort features over seven miles of Beach and Bay for you and your family to enjoy. There is something for everyone to enjoy at this magnificent 2,400 acre property, including sugar white sandy beaches, full service beach services, golf for every level of play, a top rated Destin tennis club, water sports, marina, fitness center, spa, biking and walking trails and even a pedestrian Village, with shopping, dining, events and entertainment.

Recreation: Enjoy full service beach and golf resort with superior amenities and guest services. Access to miles of legendary white sand beaches on the Gulf Coast of Florida. Sandestin’s pristine beaches are the perfect place to relax and play in the sparkling sands and warm, emerald waters of the Gulf of Mexico.

Reservations cutoff date is June 1, 2015. To secure your reservations, book online at: www.Sandestin.com/2349UF.aspx - Or, call 800.320.8115 for your reservation. The ACEC GROUP CODE is 2349UF. Cut-off date for reservations is June 1, 2015, after which rooms will be sold on a space-available basis. Cost shown does not include resort fees or taxes.

Guest Amenities: Room rates include complimentary resort transportation; two bicycles per unit for up to four hours usage daily; fitness center usage; one hour per day tennis court time (basked on availability) one hour per day usage on either a canoe, kayak or boogie board.

Six (6.00) PDH Continuing Education Credits: Continuing educational sessions within this convention conform to the rules and regulations established by the respective state Boards of Licensure for Professional Engineers and Land Surveyors, and in consequence should qualify for six (6.0) Professional Development Hours (PDH) credit.

Meeting Cancellation Policy: Payment must be received in full before meeting commences. Unless an emergent situation arises, refunds will not be given after June 26, 2015. You will be billed for all costs associated with your registration if you do not cancel by this date. Substitutions are gladly accepted.
American Council of Engineering Companies

Deep South Convention & Exhibitor’s Trade Show

Alabama • Arkansas • Louisiana • Mississippi

Sandestin Golf and Beach Resort

July 9-11, 2015 | Sandestin, Florida

ACEC Deep South Convention GROUP CODE: 2349UF

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<thead>
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Wednesday, July 8  WELCOME TO SANDESTIN

Thursday, July 9
12:00 - 5:00  Exhibitor’s Trade Show Setup (Magnolia Ballroom)
1:00 - 5:00  Convention Registration (Magnolia Foyer)
1:00 - 5:00  ACEC/AL Executive Committee Meeting (Magnolia Ballroom D)
1:00 - 4:00  ACEC/AR Executive Committee Meeting
3:00 - 5:00  ACEC/LA Board of Governor’s Meeting (Magnolia Ballroom E)
2:00 – 4:00  ACEC/MS Executive Committee Meeting (Cypress Boardroom)
4:00 - 5:00  ACEC/MS General Membership Meeting (Magnolia Ballroom F)
6:00 - 7:30  Opening Deep South Reception & Entertainment with Exhibitors (Magnolia Ballroom)

Friday, July 10
7:30 - 8:30  Networking Breakfast with Trade Show Exhibitors (Magnolia Ballroom)
7:30 - 8:30  Louisiana Past President’s Council Meeting (Cypress Boardroom)
8:30 - 9:30  Opening Session: "Economic Drivers in the Southeast" (1.0 PDH) - Dr. Kevahn Deravhi (Mag D)
9:30 - 10:30  Session II: Update on the Restore Act - (1.0 PDH) - Justin Ehrenwerth (Magnolia D)
10:30- 11:00  Networking Break & Door Prizes with Exhibitors (Magnolia Ballroom)
11:00 - 12:00  Session III: Hiring & Retaining New Engineers/Compensation Trends (1.0 PDH) - Sarah Walpert
12:00—1:00  Louisiana Minimum Standards (1.0 PDH - LA Licensees) - Steven Loeb

Saturday, July 11
7:30 - 8:30  Networking Breakfast with Trade Show Exhibitors (Magnolia Ballroom)
8:30 - 9:30  General Session: Marketing & Market Planning (1.0 PDH) - Ray Kogan (Magnolia D&E)
9:30 - 10:30  Session II:  Topic TBA (1.0 PDH) - Suzanne Harness (Magnolia D&E)
10:30 - 11:00  Networking Break & Door Prizes with Exhibitors (Magnolia Ballroom)
11:00 - 12:00  Session III: "On the Point For Member Firms: ACEC Update" (1.0 PDH) - Steve Hall (Magnolia D&E)
11:00 - 1:00  Exhibitor Trade Show Tear Down
12:30 - 5:30  Golf Tournament: Shotgun Start (Tee times TBA—boxed deli lunch included) (Baytowne Course)
6:30 – 7:30  Closing Cocktail Social (Magnolia Foyer)
7:30 - 9:00  Closing Banquet & Officer’s Induction Ceremony (Magnolia Ballroom)

Be sure to join us next year—July 6-10, 2016
Speaker, Steve Hall joined ACEC in 2001, and currently serves as Vice President of Government Affairs. He is a fourteen-year veteran on Capitol Hill, most recently as Chief of Staff and Legislative Director for Congresswoman Sue Kelly (R-NY). Prior to joining the Kelly office in 1995, Steve served for two years as Senior Legislative Assistant on the staff of Congressman Bill Zeliff (R-NH), where he handled the Congressman’s work on the Transportation and Infrastructure and Government Operations Committees. He also handled transportation and infrastructure issues for Congressman Matthew Rinaldo through congressional consideration and passage of ISTEA in 1991. On Saturday morning, Mr. Hall will provide a national update on the key legislative issues that ACEC is working on in Washington, DC.

Speaker, Dr. M. Keivan Deravi, Ph.D., is a professor of Economics at Auburn University Montgomery’s (AUM) School of Business and the Chief Economist for University Outreach. Between 1985 and 1993 he worked on AUM’s Center for Business and Economic Development and Center for Government and Public Affairs. From 2009 to 2010, he served as interim vice-chancellor for Academic Affairs, and currently is Special Assistant to the Chancellor for Economic Affairs, Dr. Deravi is the architect of the Alabama Economic Forecasting Model, which is used to generate forecasts for the state’s major economic variables. During the last 15 years, Dr. Deravi’s forecasts have been utilized by every Alabama administration in developing the General Fund and Education Trust Fund budgets, which are presented to the Alabama Legislature annually. His models were used in the recruitment of the Mercedes Benz plant in Vance, Alabama, and he made similar projections for the Honda, Toyota, and Hyundai plants in Alabama. Dr. Deravi has been a consultant to a major lobbying firm in Washington, D.C. as well as law firms in New York and Alabama. He has been quoted in the Wall Street Journal, London Financial Times, and Forbes magazine. He is the author of many journal articles. His research papers have appeared in a wide range of professional journals, including Journal of Banking and Finance, Economic Inquiry, and Southern Economic Journal, three of the most prestigious economic journals. Dr. Deravi is a Phi Kappa Phi graduate of Oklahoma State University where he received his doctoral degree. His research interests include the theory of monetary policy, foreign exchange markets, and regional economic modeling techniques. Dr. Deravi will present at the Opening General Session, on Friday.
Speaker, Justin R. Ehrenwerth, serves as Executive Director of the Gulf Coast Ecosystem Restoration Council (Council). Created by the RESTORE Act of 2012 and comprised of the Governors of the five Gulf Coast States and Secretaries from six federal agencies, the Council is responsible for restoring and protecting the natural resources, ecosystems, fisheries, marine and wildlife habitats, beaches, coastal wetlands and economy of the Gulf Coast. Prior to joining the Council, Ehrenwerth served as Chief of Staff to the Deputy Secretary of Commerce. As Chief of Staff, he assisted the Deputy Secretary in overseeing issues of management, policy and strategic planning for the Commerce Department which has an annual budget of $8 billion and approximately 47,000 employees. Previously, Ehrenwerth served as Assistant Counsel to the President in the White House Counsel’s Office where he was a member of the Oversight and Litigation group representing the White House in Congressional investigations and advising Federal agencies on oversight matters. In conjunction with the Department of Justice, he worked with Counsel from across the Executive Office of the President on issues related to the Deepwater Horizon Oil Spill Multidistrict Litigation. During the first two years of the Obama administration, Ehrenwerth served in the Department of Commerce’s Office of General Counsel. As Counsel, he assisted with the management of over 325 lawyers in fourteen offices and drafted numerous legal opinions. Ehrenwerth received the National Oceanic and Atmospheric Administration (NOAA) General Counsel’s Award for Excellence for work related to the response to the Deepwater Horizon Oil Spill. Ehrenwerth has held leadership positions on a number of national and statewide political campaigns including the Obama for America and Kerry-Edwards campaigns. He has been active in the non-profit sector having worked at the University of Pittsburgh Institute of Politics and the Northern California Grantmakers. He also served as a Marshall-Brennan Constitutional Literacy Teaching Fellow as well as a Coro Fellow in Public Affairs. Ehrenwerth is a summa cum laude graduate of Colby College and holds an MA in Philosophy, Politics and Economics from the University of Oxford and a J.D. from the University of Pennsylvania Law School. Mr. Ehrenwerth will present during Session II, on Friday.

Speaker, Sarah Walpert joined the ExactSource team in 2013 to manage the Marketing and Communications division. Her primary objectives include branding, social media, internal communications, search engine optimization, outbound and inbound marketing, market research, public relations, and media relations. Walpert has a strong background in social media, content marketing, and event management. She plays a key role in supporting the firm’s Partners in business development and lead generation. Additionally, she is co-founder and Executive Producer of the ExactAcademy webinar program, a unique online educational initiative for A/E/C professionals. Prior to joining ExactSource, Walpert worked for several notable companies including TOMS Shoes, Ideas United and College Battle of the Bands. She was chosen from over several thousand applicants for the TOMS Shoes social media program and was subsequently brought on to their E-Commerce department. As Promotions Manager for the College Battle of the Bands, Walpert planned and executed campus promotional events at over 20 universities nationwide. She also managed sponsor activation and digital communications for a national concert tour with a reach of over 1 million college students. Walpert actively volunteers as a mentor with free fab’rik, a Community Boutique assisting women in need through job training. She has studied abroad in Italy and France where she focused in communications and attended the prestigious Cannes Film Festival. She recently traveled to Kenya to serve underprivileged women and children. Walpert graduated from University of Georgia where she majored in Journalism at the prestigious Grady College. She was a member of the Kappa Delta sorority and served as President of the Nuçi’s Space Student Organization. Ms. Walpert will present during Session III, on Friday.
Speaker, Ray Kogan is the president of Kogan & Company, specializing in strategy and management consulting for design and construction firms. He brings more than 30 years of experience in the practice, marketing, and management of architecture, engineering, and construction services, including his work with many leading firms in the industry. Ray has worked with more than 100 architecture and engineering firms in the development of their strategic plans. Ray co-authored the book, Strategic Planning for Design Firms, published by Kaplan AEC. Ray and Cara Bobchek are also co-authoring the section on strategic planning in the upcoming edition of the Architect’s Handbook of Professional Practice being published jointly by the AIA and John Wiley & Sons, Inc. His other major publications include the ZweigWhite Insider’s Guide to Strategic Planning, for which he was the primary author, and the SMPS Core Series Marketing Information Report, “Market Research: Intelligence For Your Firm’s Future.” He has also written articles on management and marketing issues which have appeared in professional and trade publications, including those of ACEC, PSMA, and SMPS. Ray is a co-founder and charter member of A/E Advisors, a national network of industry-leading consultants providing specialized and complementary business skills and services to architecture, engineering, environmental, and construction firms. At ZweigWhite, Ray served as a Vice President and senior management consultant where he led the firm’s Strategic Business Planning Group and also edited ZweigWhite’s Strategic Planning Advisor, a bi-monthly publication dealing with issues, trends, and tips for design firms engaging in strategic planning. Previously, Ray was a partner in Flynn Heapes Kogan, a pioneering A/E management consulting practice. Before founding Kogan & Company, Ray also served as Corporate Director of Strategic Planning and Marketing for Dewberry, an ENR top-50 firm based in the Washington, DC area with 1,600 employees and 27 eastern U.S. offices. Ray is the 2011 chair of the five-person national Advisory Group for the AIA’s Practice Management Knowledge Community. He has been a top-rated speaker at many American Institute of Architects (AIA) and American Council of Engineering Companies (ACEC) national conventions and has also addressed other national professional organizations. He has presented numerous seminars on strategic planning, management, and leadership development in many cities across the country as well as online. A registered architect since 1979, Ray received his B.S. in Architecture from The Ohio State University. Mr. Kogan will present at the first session, on Saturday.

Speaker, Suzanne Harness, AIA, is a licensed architect and construction lawyer, Suzanne has worked in the design and construction industry for over thirty years, serving both the public and the private sectors. She is a risk management consultant with ConstructionRisk, LLC, and also the President of Harness Project Solutions, LLC, a consulting practice she founded to provide procurement counseling, and other professional services as an arbitrator, mediator, project neutral, expert witness, and trainer. Prior to joining ConstructionRisk, Suzanne served the American Institute of Architects for six years on the management team where she was responsible for the content of AIA Contract Documents. She is the author of chapters in the books Construction Law Handbook and Construction Law Update, both published by Aspen Publishers in 2009. She speaks often at industry events on the contracts used in traditional and alternative methods of project delivery, as well as on the issues associated with digital data transmission and Building Information Modeling. Suzanne began her career in architecture and served ten years as an architect in private firms. Subsequently, she worked an additional ten years directly for owners, first for a commercial real estate developer and then for the U.S. General Services Administration, managing the solicitation, procurement, and execution of design and construction contracts. After obtaining her law degree, Suzanne joined the construction group of a national law practice where she provided services to contractors, owners, and design professionals. Suzanne received a J.D. from the George Washington University Law School, and M.Arch. from the Catholic University of America. Ms. Harness will present during Session II, on Saturday.
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**Registration Pricing Information**

- **Early Bird Member Registration, $650:** Price includes: Thursday Deep South Bash; Friday & Saturday Breakfasts; Continuing Educational Sessions; Breaks; Saturday Closing Social & Dinner. **After June 26, $675.**
- **Early Bird Non-Member Registration, $750:** Price includes: Thursday Deep South Bash; Friday & Saturday Breakfasts; Continuing Educational Sessions; Breaks; Saturday Closing Social & Dinner. **After June 26, $775.**
- **Spouse/Guest Registration, $160:** Thursday Deep South Bash; Saturday Closing Social & Dinner. **After June 26, $200**
- **Child Registration (ages 5-16), $70:** Thursday Deep South Bash; Saturday Closing Social & Dinner. **After June 26, $200**
- **Trade Show Exhibitor Registration, $900:** Price includes: space rental and setup fees; 8’x10’ piped and draped booth; skirted table 2 chairs and signage and 2 adult tickets to Thursday Deep South Bash; Friday & Saturday Breakfasts; Breaks. **After June 26, $950.**

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**Member/Non Member/Exhibitor Registration Form**

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<td>Child &amp; age:</td>
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- | Alabama
- | Arkansas
- | Louisiana
- | Mississippi
- | Regional

| Firm: | |
| Billing Address: | |
| Phone: | |
| Email: | |

**Early Bird Registration Deadline:** Friday, June 26, 2015

**Cancellation Policy:** Payment must be received in full by June 26, 2015. Refunds will not be given after this date. You will be billed for your registration if you do not cancel by this date. Substitutes are welcome.

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**Payment Information**

Check Number:_____________ Date Rec’d:_____________
Please Include Registration Form to Register for Ala-Carte Ticketing

Name: __________________________________________________________
Firm: ___________________________________________________________

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Handicap: __________

Total Due: ________
Sponsorship Registration Form

State: ○ Alabama ○ Arkansas ○ Louisiana ○ Mississippi ○ Regional

Firm: _________________________________________________________________

Name: __________________________________________________________________

Billing Address: __________________________________________________________________

Phone: ____________________________________________________________________ Email: ____________________________________________________________________

Printed Materials Registration Deadline (need logos & payment by): Friday, June 12, 2015

Cancellation Policy: Payment must be received in full by June 26, 2015. Refunds will not be given after this date. You will be billed for your registration if you do not cancel by this date. Substitutes are welcome.

Payment Information

Check Number: _____________________________________________ Rec’d date __________

Available Sponsorships (please indicate) - Sponsors featured in printed materials

○ Sandestin Room Key Card Sponsor—$3,000 Full Reg Pkg & 1 comp ticket to Thu and Sat Socials
○ Exhibit Hall Sponsor—$2,500 Full Reg Pkg & Exclusive Exhibitor Booth
○ Thu Deep South Bash Sponsor (2) - $2,000 Full Reg Pkg & 1 comp ticket to Deep South Bash
○ Convention Exhibit Hall WiFi Sponsor—$2,000 Full Reg Pkg & 1 comp ticket to Deep South Bash
○ Sat Closing Social (2) - $2,000 Full Reg Pkg & 1 comp ticket to Social Dinner
○ Sat Closing Dinner (2) - $2,000 Full Reg Pkg & 1 comp ticket to Social Dinner
○ Continuous Breaks throughout Convention (3) - $1,000 2 Comp tickets to Deep South Bash
○ Golf Tourney Boxed Lunches & Prizes (2) - $1,000 1 Comp ticket to Golf Tournery
○ Thu Executive Committee Meeting Breaks (3) - $750 2 Comp tickets to Deep South Bash
○ Fri Breakfast (3) - $750 2 Comp tickets to Fri Breakfast
○ Sat Breakfast (3)- $750 2 Comp tickets to Sat Breakfast
○ Convention Headquarters—$500 1 Comp ticket to Fri Breakfast
○ Meeting Break Door Prizes—$250 Exhibitors may donate door prizes
○ Golf Hole Sponsor—$250 Sponsors listed on signage & printed materials