



Small Firm Council

***MAKING THE LEAP FROM
ENGINEERING TO
RUNNING A FIRM IN THE
BUSINESS OF ENGINEERING***

***SMALL FIRM COUNCIL
WINTER MEETING & SEMINAR***

**FEBRUARY 10-11, 2012
HILTON SUITES PHOENIX
PHOENIX, AZ**

***SPONSORED IN PART BY THE ACEC BUSINESS INSURANCE TRUST,
XL INSURANCE, TRAVELERS, ACEC RETIREMENT TRUST AND
BEAZLEY GROUP LTD***

BECOMING A BUSINESS LEADER

This year, SFC, in partnership with the *Family Business Institute* will offer a two part seminar on ***“Making the Leap from Engineer to Business Leader.”*** When you make the leap you’re still an Engineer, but you take on new challenges that are as complex as any technical problem you have solved! In this interactive session, you will address what it takes to create the opportunities, make the transition, and sustain firm and personal success. This session is designed to give you the real-world keys to success, and address your specific questions about moving from Engineer to Business Leader!

LEARNING OBJECTIVES

This interactive workshop will review:

- The building blocks necessary to transform yourself from engineering professional to running a professional engineering firm.
- How to develop your own leadership capabilities as well as those of other “high potentials” in your company.
- How to transition ownership as well as management in your firm.
- Case studies to support the concept and learning objectives.



WORKSHOP INSTRUCTOR – WAYNE RIVERS, CO-FOUNDER and PRESIDENT

Wayne Rivers is the co-founder and President of The Family Business Institute, Inc. He has authored three books on the subject of business families: *The Top Nine Reasons Family Businesses Fail – And the Eight Building Blocks for Creating a SUSTAINABLE Closely Held Business*, *Prescriptions For a Healthy Family Business*, and *You Don’t Have to Die to Win – Success and Succession for Family Businesses*. Wayne has appeared on CNN, MSNBC, and CNBC. He has been quoted in *The Wall Street Journal*, *The New York Times*, *Inc.*, *Family Business*, *CFO*, *BusinessWeek*, and many more.

Wayne is a member of the Closely Held Business Committee of the Associated General Contractors of America. He has also recently completed The Family Firm Institute *Certificate in Family Business Advising Program*; this program benefits both family business advisors and their clients by establishing knowledge standards for better serving family-owned enterprises.



ADDITIONAL PROGRAM SESSIONS

CEO Roundtable Discussion

The popular CEO Roundtable is an excellent forum for principals to share ideas. During the roundtable discussion you will hear about best practices that your peers have implemented. Topics covered include liability, profitability, human resources, marketing, and other challenges impacting your firm.

Networking Reception

Join the SFC Steering Committee and fellow attendees for an evening of networking and renewing old acquaintances.

PROFESSIONAL DEVELOPMENT

Seminar attendees may receive up to **11.5 PDHs*** for their participation.

*ACEC courses satisfy most state PDH provisions, but check with your state for specific requirements.

PROGRAM AGENDA

THURSDAY, FEBRUARY 9, 2012

5:30 PM Opening Reception

FRIDAY, FEBRUARY 10, 2012

7:30-8:00 AM Continental Breakfast

8:00-12:00 PM Small Firm CEO Roundtable

12:00-1:00 PM Lunch

1:00-5:00 PM “Making the Leap” — Part I

Dinner On Your Own

SATURDAY, FEBRUARY 11, 2012

8:00-8:30 AM Continental Breakfast

8:30-12:00 PM “Making the Leap” — Part II

12:00-1:00 PM Wrap-up Roundtable

The dress code for the seminar and meetings is business casual.

“I find infinite value in the networking opportunities provided by the SFC winter meeting. I always return from the meeting eager to implement the business solutions I learn from the seminars and my peers.”

Cathy Ritter, Constellation Design Group

“SFC winter meetings are the ONLY opportunity I have to learn and exchange ideas with other small firm owners.”

Jim Morrow, Morrow Engineering, Inc.

“Our firm considers involvement in the ACEC Small Firm Council an essential part of our plan to grow and succeed as a private practice. SFC offers unique networking and information forums, such as the Winter Meeting, that sharpen our business skills while keeping us fresh and energized for our employees.”

Gregg Hughes, Palmetto Engineering and Consulting

SMALL FIRM COUNCIL WINTER MEETING REGISTRATION FORM

Name: _____ Title: _____
Firm Name: _____ Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____
Primary License Number: _____ State of License: _____

Registration Fee Options:

- \$499 (Small Firm Council Members, COPS Members, ACEC/Arizona Member Firms)**
- \$749 (All Others)****

**** This rate includes a one-year Small Firm Council membership.**

SFC / ACEC accepts payment by: Check (**payable to ACEC/SFC**); or Visa, MasterCard, American Express

Name on Card: _____ Signature: _____
Credit Card #: _____ Expiration Date: _____

Registration Deadline: All registrations must be received by **January 27, 2012.**

Refunds: Registration will be refunded only if written notice is received by **February 3, 2012.** A \$50 processing fee will be charged. No refunds will be issued after this date; however, substitutions are welcome.

Hotel Information:

The SFC Winter Meeting & Seminar will be held at the **Hilton Suites Phoenix,**
10 East Thomas Road, Phoenix, AZ 85012
Direct: 602-222-1111

A block of rooms will be available at **\$129.00/night.** Mention the ACEC Meeting when reserving your room; room block will be held until **Thursday, January 12, 2012.**

Please mail or fax this form to:

ACEC/SFC Seminar
attn: Heather Talbert
1015 15th St., NW, 8th Floor
Washington, DC 20005-2605
Fax: (202) 682-4361 (secure)

Questions? Contact Heather Talbert at (202) 682-4377; htalbert@acec.org