

REGISTRATION FORM

Name: _____

Firm Name: _____

Address: _____

City, St., Zip: _____

Name for Badge: _____

Phone #: _____

Email: _____

Registration Fees:

___ \$300 SFC or ACEC/TX Members

___ \$375 ACEC Members

___ \$500 Non-ACEC Members

Payment:

Check (payable to ACEC/SFC)

Credit Card (Visa, MC, American Express)

Credit Card #: _____

Name on Card: _____

Expiration Date _____

Signature: _____

Hotel Information:

Hilton Garden Inn Austin Downtown

500 North IH-35

Austin, Texas 78701

Reservations: (512) 480-8181

Room Rates: \$135 (Mention the ACEC meeting, room block held until 1/3/08)

*Registration will be refunded only if written notice is received not less than one week prior to the meeting. A \$50 processing fee will be charged. No refunds will be issued after the start of the meeting; however, substitutions are welcome.

Mail this form to ACEC, Attn: Small Firm Council, 1015 15th Street, N.W., 8th Floor, Washington, D.C. 20005-2605. Fax to ACEC Attn: Small Firm Council at 202-898-0068.

"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

"The CEO Roundtable discussions alone are worth the price of registration."

Woody Germany, WGM 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.

ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES

SFC
SMALL FIRM COUNCIL

The Hilton Garden Inn Austin Downtown hotel, located in the heart of downtown Austin, Texas, offers first-class Texas hospitality. In the city known as the "Live Music Capital of the World," the hotel is minutes away from the sights and sounds that give Austin this distinction.

American Council of Engineering Companies
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ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES

**Small Firm Council
Winter Meeting
&
Principal
Seminars**

Austin, TX
January 25-26, 2008

PROGRAM AGENDA

Friday, January 25, 2008

- 8:30 AM Introductions & Welcome
- 8:35-12:00 PM Strategic Planning – The Art and Science of Ensuring Success
Scott Braley
- 12:00-1:00 PM Lunch
- 1:00-4:00 PM Strategic Planning – The Art and Science of Ensuring Success
Scott Braley

5:00-6:00 PM Networking Reception

Saturday, January 26, 2008

- 8:00 AM Breakfast
- 8:30-12:00 PM CEO Roundtable Discussion
- 12:00 PM Adjourn

Professional Development: Meeting attendees may receive up to 10 PDHs for their participation. ACEC courses satisfy most state PDH provisions, but check with your state for specific requirements.

The dress code for the meeting is business casual.

BECOME AN EFFECTIVE PRINCIPAL

The SFC Winter Meeting has rapidly become a favorite among small firm owners. The Winter Meeting provides a forum for owners to discuss topics and receive feedback on crucial business challenges specifically faced by small firms. The educational sessions are designed so attendees can return to their businesses with valuable lessons they can implement immediately. This year's program is intended to help small firm owners develop and maintain a valuable strategic plan dealing with the intricacies of a small business. The two-day meeting also features the popular CEO Roundtable Discussion.

STRATEGIC PLANNING - THE ART AND SCIENCE OF ENSURING SUCCESS

Strategic vision and leadership team alignment are more crucial than ever for A/E/C firms that wish to thrive and grow. This session focuses on proven and pragmatic approaches to go beyond traditional strategic planning -- to combine high performance strategy and leadership team alignment as the foundation for continuation and success of the firm/practice.

Wise leaders know and embrace the conceptual importance and benefits of great strategic planning. But, far too often the rigors of collaborative planning and pragmatic implementation stop many strategic initiatives dead in their tracks. Sometimes achieving consensus and focus among the leaders of the firm is a genuine challenge. The sad fact is that far too many strategic planning initiatives simply fizzle out before they achieve even a small fraction of what was envisioned.

LEARNING OBJECTIVES

In this session we will examine how to envision great futures – then pragmatically make sure they become realities. Participants will learn through practice and interactive discussion, as well as analysis of case studies and best practices. Participants will address the full spectrum of strategic planning and implementation issues, including identification of participants; planning the process; orchestrating the work sessions; crafting a pragmatic plan; setting a game plan; and ensuring results.

INSTRUCTOR

During the last 30 years Scott Braley has served as planner, leader or facilitator in strategic planning initiatives for firms of all sizes. He brings a special understanding of “small” firm practice. Since 1987, he has been a principal in a practice that is “small by strategic choice.” He knows first hand the implications and benefits of tailoring size of firm to optimum success. During his years in private A/E/C practice he held key leadership, management and marketing positions in firms ranging in size from 6 to 1000+ staff members. Scott has received widespread industry acclaim, including the Engineering News Record “Medal of Excellence”, and he earned the ACEC “Key Consultant” distinction.

CEO ROUNDTABLE

The CEO Roundtable is an excellent forum for principals to share ideas. Hear about best practices your peers have implemented on such topics as liability, profitability, ownership transition, marketing, and human resources. Be sure to stick around for this always-insightful discussion.