



AMERICAN COUNCIL OF ENGINEERING COMPANIES

# Last Word

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NAMED BEST WEEKLY ELECTRONIC NEWSLETTER BY ASSOCIATION TRENDS

[Click here](#) for a printer-friendly *Last Word*.

## INDUSTRY NEWS

### \$1 Billion Will Help States Restore Shorelines

### New Technologies For Bridge Inspection

### Software Interoperability Likely to Increase, Survey Says

### Contractor Ethics Rules May Tighten

### Rising Energy Concerns Buoy Green Building Industry

### Cities With Green Building Programs Have Increased More Than 400% Since 2003

[Click here](#) for more News Briefs.

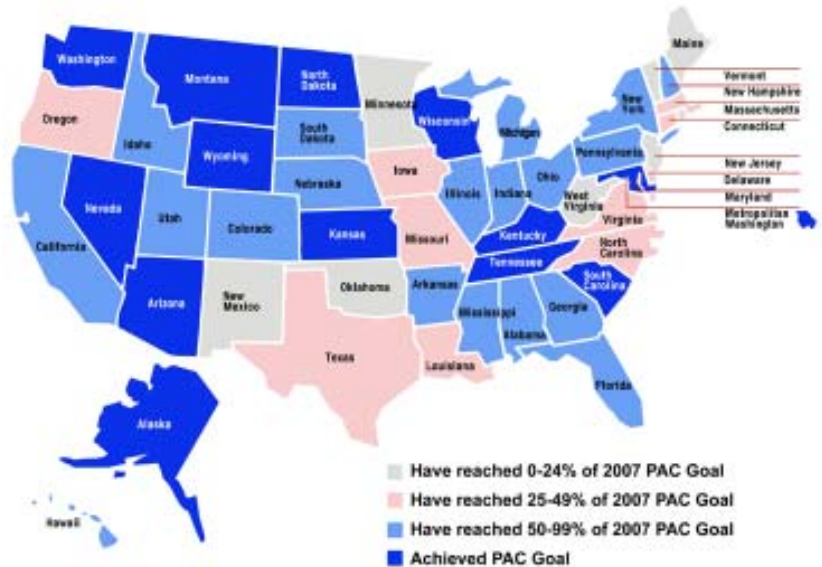
## Holiday Job Board Savings!

Take advantage of big discounts during our December Job Board Sale. All job posting packages are 20 percent off; just use the promo code DECDISCOUNT during checkout. Don't miss this opportunity to save money and be seen by an exclusive audience of the industry's best and brightest.

ACEC's Job Board can help your firm fill available engineering positions. Not only will thousands of job seekers see your job posting, but you also receive access to our powerful resume database, with over 7,200 searchable candidates waiting to hear from you.

The [ACEC Job Board](#), your source for new employees. For more information, please contact Nina Goldman at 202-682-4325 or write [ngoldman@acec.org](mailto:ngoldman@acec.org).

## Two More States Score For ACEC/PAC; Washington, Maryland Cross Finish Line



ACEC/Washington and ACEC/Maryland reached their 2007 PAC fundraising goals this week.

A large group of states are following close behind.

"This is getting exciting—we're already in record territory in overall giving, and more states are charging hard to meet their goals," said ACEC Chairman Orrin "Mac" MacMurray.

ACEC/Washington Executive Director Bill Garrity credits MO leadership, led by President Kurt Gahnberg of the Transpo Group, Inc. and ACEC/PAC Champion Kevin Weed of Perteeet, Inc., in getting the state to its goal.



Washington ACEC/PAC Champion Kevin Weed: "Something we needed to do."



Maryland ACEC/PAC Champion Daniel Cheng: "Makes good business sense."

"This is something we needed to do," said Weed. "Building up ACEC/PAC is probably the best and most direct action we as an industry can take to protect our interests in Washington."

"It just makes good business sense to support ACEC/PAC," added ACEC/PAC Champion Daniel Cheng of Johnson, Mirmiran & Thompson in Maryland. "Communicating regularly on the direct benefits of PAC-giving makes fundraising easy."

This is the second year in a row that Maryland has met the fundraising goal set for it by the ACEC/PAC Champions committee, which establishes targets for each state based on membership strength.

## ACEC JOB BOARD

Over 700 Searchable  
Jobs Posted

Over 7,200 Searchable  
Resumes Posted

Over 1,550 Registered  
Employers

Last Five "Help Wanted"

Open Positions:

**Electrical Engineer/Project Manager**—  
Portland, OR

**Sr. Water Design Engineer**—  
Gainesville, FL

**Operations Manager**—Anchorage, AK

**Lead Civil Engineer**—Green Bay, WI

**Sr. Project Environmental Engineer**—  
Indianapolis, IN

A Sampling of Posted Resumes:

Geotechnical Engineers—**854**

Water Resources/Wastewater Engineers—  
**1,422**

Transportation—**1,267**

Civil Engineers—**2,149**

Structural Engineers—**1,444**

Environmental Engineers—**1,291**

View These Resumes and Jobs  
on ACEC's Job Board

<http://www.acec.org/jobbank>

## ACEC PUBLICATIONS

### HR Publications At ACEC Bookstore

*One Foot Out the Door: How to Combat the Psychological Recession That's Alienating Employees and Hurting American Business*  
Dr. Judith M. Bardwick

This book goes beyond anecdotes and statistics to show what you and your organization can do to combat a "psychological recession," and offers practical strategies for increasing retention, improving overall performance, and



Cheng worked closely with Maryland Executive Director Jim Otradovec and President George Wirth of Schnabel Engineering, Inc. to push the Free State over the finish line once again.

For more information about ACEC/PAC and how to contribute, contact ACEC's Political Director, Greg Knopp at 202-347-7474 and [gknopp@acec.org](mailto:gknopp@acec.org).

### ACEC Wins Multiple National Awards; *Last Word* and *Engineering Inc.* Praised

In a national competition where more than 400 publications were entered for awards, ACEC has again received multiple honors.

The Council's weekly electronic newsletter, *Last Word*, earned a Silver Award. The newsletter has won first or second place six years in a row, including three Gold Awards in the annual all-media contest sponsored by Association *TRENDS*.

The Council's new membership recruitment video, *The Voice of the Engineering Industry*, won a Bronze Award. The video was praised for its effective depiction of the importance and influence of ACEC.

*Engineering Inc.* received a Bronze Award for its print edition and a Silver Award for its new digital version—making it a winner in four of the last five years.

ACEC's Institute for Business Management Fall 2007 Course Catalog also earned a Silver Award.

"ACEC consistently wins multiple awards each year in this competition—quite an accomplishment considering the number of associations and media products that are entered," said Jill Martineau Cornish, president and publisher of Association *TRENDS*. "ACEC's awards are a testament to the high quality of its publications and communications efforts."



### Michigan, Maryland Use Minuteman Fund To Defeat Professional Services Tax Initiatives

ACEC's Minuteman Fund supported successful campaigns in Michigan and Maryland to defeat efforts to impose sales taxes on professional design services.

In Michigan, the state legislature voted to repeal a new tax on professional services less than 17 hours after it went into effect.

While "engineering services" per se had been exempted, a number of related services providing environmental, sanitation, site remediation, hydrology, and other specialized services had been included.

"The Minuteman Fund helped ACEC/Michigan react quickly," noted ACEC/Michigan Executive Director Ronald Brenke. "It is a great comfort knowing ACEC has this war chest to protect our industry."

In Maryland, ACEC members were successful in convincing the legisla-



ACEC/Michigan Executive  
Director Ronald Brenke:  
"A great comfort."

creating a sense of engagement with your people and their jobs.

Regarding your employees as key stakeholders in your organization isn't just a matter of being "nice"—it is the true key to financial success.

*One Foot Out the Door* reveals how you can increase commitment, get more from your people, magnify your bottom line, and replace the broken spirit at the heart of your company with engagement, the passionate sense of, "I'm in! Let's go!"

[Click here](#) to order.

## EJCDC Documents Offer 10 Percent Discount



Don't forget: all EJCDC contract documents are 10 percent off the regular price through December 31, 2007.

The discount is applied automatically at check-out and does not apply to previously placed orders.

[Click here](#) to see the full catalog available of EJCDC contracts.

## ACEC EDUCATION

### ACEC's OPR: The Gift Of Future Prosperity For Your Firm!

The New Year is right around the corner—the perfect time to look forward to the benefits of an ACEC Organizational Peer Review (OPR).



A cost-effective investment in strategic firm planning and growth, an OPR may well be the most valuable present for your company family.

ACEC's highly regarded OPR is a confidential and comprehensive overview of your firm's management and operational practices by a team of distinguished industry peers—typically at a lower cost than outside consulting services.

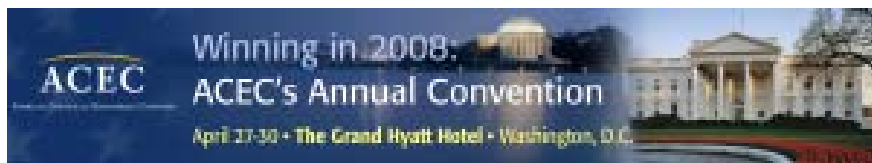
ture not to include a tax on professional services that was being considered as part of a larger effort to address a budget shortfall. They argued that the measure would have put engineering firms at a competitive disadvantage with firms from outside the state, and would have imposed administrative burdens in implementing the new tax.

The Minuteman Fund helped pay for an analysis by the accounting firm Ernst & Young, which examined the pitfalls of a sales tax on engineering services. The study, coupled with effective grassroots lobbying by ACEC/Maryland, persuaded the legislature to withdraw the proposal.

The Minuteman Fund is a powerful resource for helping Member Organizations pursue legislative and legal initiatives of national importance.

[Click here](#) for more information on how to make a donation to the Fund.

## Pre-registration Convention Pricing Ends December 31!



ACEC's Annual Convention takes place April 27-30 at The Grand Hyatt in Washington, D.C., but you can register **now** and save money. Lock in your registration for ACEC's premier spring event, replete with nationally known speakers, over 20 business management and technology sessions, opportunities to lobby Congress on key industry issues, famous political pundits handicapping the 2008 presidential race, spouse activities, and the Engineering Excellence Awards Gala.

The low pre-registration pricing is available through December 31. Pricing in each of the registration categories below will go up after this date.

Pre-registration pricing (*expires 12/31*):

- Member Registration: \$875
- Non-Member Registration: \$1,300
- Guest/Accompanying Person Registration: \$325

\*Discounted price cannot be combined with any other offers or discounts.

[Click here](#) to register now.

For more information about the convention, contact [meetings@acec.org](mailto:meetings@acec.org) or visit [www.acec.org](http://www.acec.org).

## ACEC INSTITUTE FOR BUSINESS MANAGEMENT

### Green Infrastructure Course Set For February 18-21, Miami

*Green Infrastructure and Sustainable Communities*

February 18-21, Miami

Headlining the next presentation of ACEC's *Green Infrastructure and Sustainable Communities*, February 18-21, in Coconut Grove (Miami), FL, is an expert faculty of leading practitioners, academic experts, and key government administrators. The curriculum examines leading environmental planning and design processes and showcases actual applications of holistic

Since its inception, the OPR program has consistently received a 99 percent-plus satisfaction rating in the categories of quality, cost and impact from firms that have participated.

When you enroll your firm now, your review can be scheduled for early 2008. For more information, contact Sarah Kaska, Peer Review Administrator at [skaska@acec.org](mailto:skaska@acec.org) or 202-682-4320.

## December Online Seminars

### *Follow Up! The (Misunderstood) Heart of Business Development and Positioning*

**December 11, 1:30-3pm**

Lynne Waymon, Make Your Contacts Count, examines the *follow-up*, the “most neglected part of the business development process,” and discusses the rules and tools for creating, cultivating, and capitalizing on networking relationships and opportunities. Even the most veteran networker will gain new confidence and competence from techniques designed to improve skills to attract a constant flow of clients and referrals.

[Click here](#) to register. Earns 1.5 PDHs.

### *The Business Case for Sustainable Engineering Practice*

**December 12, 1:30-3pm**

“Sustainability is the No. 1 megatrend that will change the rules of global business,” says Bill Wallace, Wallace Futures Group. Innovative companies will find ways to gain a jumpstart by lowering costs, differentiating products and services, leveraging experience and core competencies, and discovering new market and geographic strategies. This seminar will explore sustainable engineering and its growing economic feasibility.

[Click here](#) to register. Earns 1.5 PDHs.

engineering by some of the leading practitioners in the U.S.

The University of Florida is joining with ACEC and Colorado State University as a first-time partner in the presentation.

Topics to be covered will include:

- Role of Engineers in Creating a More Sustainable Future
- Five Critical Issues for Engineers and Society
- Sustainable Built and Natural Environment: Theories and Practice
- Sustainability Market Drivers and Solutions
- Developing a Business Case for the Sustainable Project

The four-day session, which earns a Colorado State University Certificate for participants, will also feature focused, in-depth segments on sustainable design tools and techniques, and sustainable design for specific engineering markets, such as urban water management, transportation and buildings—plus a field trip to the Florida Everglades.

[Click here](#) for more information and to register.

## Popular BIM Course Heads For Las Vegas In February; Registration Open

### *Building Information Modeling (BIM): The Promise and the Reality for A/E/C Firms*

**February 7-8, Las Vegas**

ACEC presents *Building Information Modeling (BIM): The Promise and the Reality for A/E/C Firms*, an information-packed, one-and-a-half day course on BIM technology. A sell-out since its summer 2007 debut, the course will be presented again on February 7-8 in Las Vegas by innovators who are transforming the concept into a marketplace reality.

Designed for COOs, IT management, project managers and company principals, the course will provide an inside look at BIM through the experience of practitioners, software designers and clients.

The curriculum includes:

- BIM as a concept and a technology
- How BIM is being put into practice
- Real-life case studies
- Legal and risk management issues

[Click here](#) for more information and to register.

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