



AMERICAN COUNCIL OF ENGINEERING COMPANIES

100 Years of Excellence

# Last Word

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NAMED BEST WEEKLY ELECTRONIC NEWSLETTER BY ASSOCIATION TRENDS

## INDUSTRY NEWS

### **Airport Needs Outpace Stimulus Funds**

In a recent meeting, U.S. Transportation Secretary Ray LaHood said that the approximately \$1 billion in stimulus infrastructure funding for airports is all "out the door,"... [click here](#) for more.

### **Energy Sec. Chu Pushes for White Roofs and Roads to Fight Global Warming**

U.S. Energy Secretary Steven Chu is among many now pushing the idea of painting roofs and road surfaces white to help combat global...[click here](#) for more.

### **Retrofitting Suburbia for Sustainability**

After 50 years of suburban development patterns in the United States, a combination of an economic...[click here](#) for more.

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

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

## EJCDC Document Sale Ends on July 31

All EJCDC documents are 10 percent off regular price through July 31, 2009.

Contracts are available immediately as downloadable Microsoft Word documents –  no waiting for your purchase to arrive. ENGINEERS JOINT CONTRACT DOCUMENTS COMMITTEE

Documents can also be purchased and sent to you on CD for an extra \$6 ground shipping charge. Contact the publications department at (202) 347-7474, ext. 327 to order EJCDC contracts on CD.

[Click here](#) to view the full catalog of EJCDC documents.

## ACEC-Backed Tax Legislation Introduced; Member Action Needed

Congresswoman Allyson Schwartz (D-PA) and Congressman Sam Johnson (R-TX) have introduced key ACEC-endorsed tax legislation to preserve engineering firms' use of the cash method of accounting.

H.R. 3255, the Qualified Personal Service Corporation Clarification Act, would update the federal tax code to allow engineering firms to continue to pay taxes in the tax year when payment for services is rendered, rather than using the accrual method, in which taxes are paid in the tax year the service is performed.

While the IRS eligibility rules for A/E firms to use cash accounting haven't changed since 1986, the industry has evolved considerably since then, however, with many firms offering new services and adopting new ownership structures. These changes could put some firms at risk of no longer adhering to the IRS rules.

H.R. 3255 would solve the problem, making modifications to the IRS' eligibility rules to ensure that firms currently using the cash method would continue to receive the benefits.

ACEC members are asked to help build support for this important initiative by [clicking here](#) for a sample letter to FAX or mail to your member of Congress.

For more information about the legislation, contact Katharine Mottley, ACEC's director of tax and regulatory affairs, at (202) 682-4306 or [kmottley@acec.org](mailto:kmottley@acec.org).

## ACEC Minuteman Fund Helps ACEC/Hawaii Achieve Tort Reform Victory

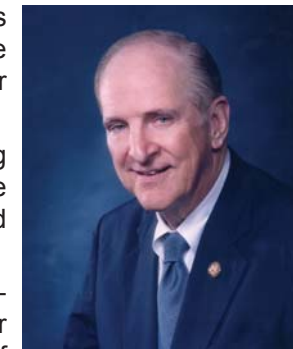
With the financial support of the ACEC Minuteman Fund, ACEC/Hawaii has won passage of tort reform legislation in the state.

The new law, Act 179, limits the liability for design professionals on highway projects in instances where a design professional is determined to be liable along with one or more other parties; the degree of the design professional's negligence is 10 percent or less; and the contract value is \$1 million or less.

ACEC/Hawaii supported the legislation because the tort climate in Ha-



Rep. Allyson Schwartz (D-PA)



Rep. Sam Johnson (R-TX)

## Strategic Planning From the ACEC Bookstore

*Beyond Strategic Planning, 2nd Edition*

*Developing and Implementing Winning Strategies for Engineers, Architects and Construction Companies*

Clare Ross, CMC



[Click here](#) to order.

*Strategic Planning for Design Firms*

Raymond Kogan, AIA & Cara Bobchek



[Click here](#) to order.

[Click here](#) to visit the ACEC Bookstore and browse and buy from our full catalog of publications and merchandise.

## Save 15 Percent on the ACEC Job Board in July

Start planning for the fall hiring season. Post your job openings on the [ACEC Job Board](#) and get sizzling summer savings of 15 percent on any posting. Just use the promo code JULY15 at checkout.

No other recruitment tool can penetrate the association niche like ACEC's Job Board. With more than 16,900 candidate resumes, the ACEC Job Board's advanced search features produce effective, specific results for both job seekers and employers.

Visit the [ACEC Job Board](#) to create an account and post your job today.

For more information, contact Nina Goldman at 202-682-4325 or at [ngoldman@acec.org](mailto:ngoldman@acec.org).

waii had become so onerous that many Member Firms had elected not to participate in highway design work.

"Act 179 is an important step toward properly allocating the risks between design professionals and other parties involved in highway development," said Janice Marsters, co-chair of ACEC/Hawaii's Legislative Committee. "We appreciate the Minuteman Fund's assistance in this important legislative victory."

The Minuteman Fund is a powerful resource to help Member Organizations pursue legislative and legal initiatives of national importance. In recent months, the Fund has also provided grants to ACEC/Indiana, ACEC/Florida, and ACEC/New Hampshire.

All Member Firms are encouraged to contribute to the Fund. [Click here](#) for more information on how to make a donation or to access the Fund.



Janice Marsters of Engineering Solutions led ACEC/Hawaii's successful tort reform drive.

## Senate Committee Approves FAA Reauthorization Bill

The Senate Committee on Commerce, Science & Transportation approved legislation this week to reauthorize FAA operations and funding for an additional two years.

The Federal Aviation Administration Air Transportation Modernization and Safety Improvement Act (S. 1451) substantially increases funding for airport construction and expansion, providing \$4 billion for the Airport Improvement Program (AIP) per year, an increase of \$500 million annually above current levels.

ACEC seeks to add two key provisions from companion legislation that has already cleared the House—to increase the allowable cap on Passenger Facility Charges (PFCs) collected for airport facility improvements, and to require the use of QBS on local airport projects funded through PFCs. Current law only requires QBS on projects funded through the AIP program.

A vote in the Senate is expected later this year.



Sen. John Rockefeller (D-WV) sponsored the bill to reauthorize FAA operations and funding.

## Treasury Releases New Information on Stimulus Bond Programs

The Treasury Department has announced allocations for states and municipalities for two new bond programs created by the American Recovery and Reinvestment Act to facilitate state and local infrastructure and economic development.

Build America Bonds allow state and local governments to access lower-cost funding to develop transportation infrastructure, upgrade water and sewer systems, and build schools and hospitals.

Recovery Zone Bonds will fund infrastructure development projects in areas that have experienced high job losses.

[Click here](#) for a complete list of Recovery Zone Bond allocations. [Click here](#) for a state-by-state issuance list of Build America Bonds.

## ACEC JOB BOARD

Over 375 Searchable  
Jobs Posted

Over 16,900 Searchable  
Resumes Posted

Over 2,000 Registered  
Employers

Last Five "Help Wanted"

Open Positions:

**Electrical Engineer**—Madison, WI

**Geotechnical Group Manager**—  
Pleasanton, CA

**Sr. Structural Engineer**—McHenry, IL

**Public Transportation Specialist**—NY  
and VA

**Project Manager-Municipal Water/  
Wastewater**—Des Moines, IA

A Sampling of Posted Resumes:

Geotechnical Engineers—1,139

Water Resources/Wastewater  
Engineers—1,722

Transportation—1,479

Civil Engineers—2,370

Structural Engineers—1,699

Environmental Engineers—1,548

View These Resumes and Jobs  
on ACEC's Job Board

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

## Advertise Today on the New ACEC Website

With more than 28,000 unique visitors each month—and with each visit averaging more than 18 minutes—advertising on [www.acec.org](http://www.acec.org) offers a great opportunity to build your brand, promote your firm and grow your business.

[Click here](#) to view pricing and sizes, or contact Nina Goldman at [ngoldman@acec.org](mailto:ngoldman@acec.org) today to reserve your space.

## Past ACEC Chairman William Clevenger Dies at 89, Started ACEC/PAC



Former ACEC Chairman William Clevenger was an avid sportsman throughout his life.

William Clevenger, who served as ACEC chairman in 1977, died on July 9 in Coeur d'Alene, Idaho.

Clevenger spent most of his engineering career with Woodward-Clyde Consultants (WCC), rising to the position of Chairman of the Board in 1973. An expert on dam engineering, he co-authored *Earth and Earth-Rock Dams*, which continues to be used as a text book in college courses.

During Clevenger's tenure as ACEC chairman, the Council started its political action committee (ACEC/PAC), which has grown into the largest PAC in the engineering industry. He also appeared on the covers of *Engineering News Record* and *Civil Engineer*. Following his retirement from WCC in 1984, Clevenger moved to Washington and worked as a consultant on dam projects for many years.

"Bill believed strongly in ACEC," said Bill Garrity, executive director of ACEC/Washington. "He was ahead of his time in encouraging engineers to be politically active."

A memorial ceremony will be conducted August 8 at the family cabin on Priest Lake, Idaho. Donations in Clevenger's name may be made to the University of Wyoming, College of Engineering, 1000 East University Avenue, Laramie, WY 82071.

## CASE Workshop Examines Sustainable Design Opportunities and Risks

ACEC's Council of American Structural Engineers (CASE) will present a special afternoon workshop, *How Can Structural Firms Benefit by Understanding Sustainable Design?* on August 19 in Chicago.

Held in conjunction with the CASE 2009 Summer Meeting, the workshop will provide an overview of LEED and other recognized rating systems, cover core principles of sustainable building practice and examine environmental impact mitigation through industry case studies. In roundtable discussions, participants will explore technical and business opportunities and barriers within the sustainable design process.

Scheduled speakers include Dirk Kestner of Walter P Moore; Helen Torres of Thornton Tomasetti; Terry McDonnell of Halcrow Yolles; Roy Wilson of George Butler Associates, Inc.; and Don Allen of the Steel Framing Alliance.

[Click here](#) for more information and to register for the workshop. On-site participants will earn four PDHs.

## Plan Ahead, Register for August Online Seminars

ACEC's fall 2009 calendar of online seminars will offer a wide variety of A/E business management topics, with an emphasis on strategies to weather our changing economic environment.

Attendance at our online seminars has continued to grow as participants embrace the convenient and cost-effective way to gain new knowledge and earn PDHs.

Register now for the fall programs listed below. Watch *Last Word* and the Institute for Business Management education calendar as we continue to add new topics. If you register early, we will send you a reminder with log-in information just prior to the event.

August

18—**[Recession Marketing—How to Win in Tough Times](#)** by Clare Ross, *The Clare Ross Organization*

19—**[Exploring Stimulus Spending Effects on EISA \(Energy Independence and Security Act\) Implementation](#)** by Matt Gray, *Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy*

September

1—**[Elevating a Project Manager to a Business Manager for Improved Efficiency](#)** by June Jewell, *Jewell & Associates*

8—**[Making Construction Administration a Risk Management Tool](#)** by Mark Blankenship and Dan Buelow, *HRH Architects & Engineers*

16—**[How to Add to Your Bottom Line](#)** by Tom Gramza, *Bromin Solutions Inc.*

22—**[Streamlining the Organization Toward Profit and Efficiency](#)** by Robert vanArsdall, *XL Design Professional*

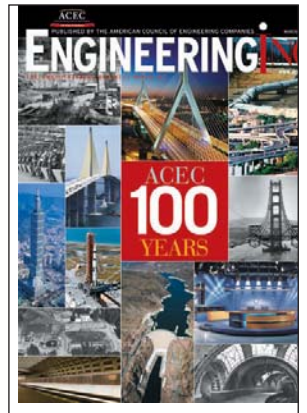
## Let 100 Years of Industry Excellence Boost Your Marketing Efforts

Include the new ACEC 100th Anniversary Issue in your firm's marketing portfolio to create a dynamic marketing package for clients.

Enhancing your client communications with the 100th Anniversary Issue of *Engineering Inc.* demonstrates your affiliation with an industry leader that has a century of proven professional quality, influence and excellence. It also reinforces engineering's important role in the nation's development over the past century.

Combined with your firm's existing professional profile, the 100th Anniversary Issue will reaffirm that your company is among the industry's best.

Order copies of ACEC's 100th Anniversary Issue today by [clicking here](#), or by contacting Jackie Pysarchuk at [jpysarchuk@acec.org](mailto:jpysarchuk@acec.org).



## Deadline for 2010 Spring Convention Proposals Extended to July 29

In response to requests citing the days lost to fun in the sun around the July 4 holiday, the Institute for Business Management has extended the deadline for session proposals for the ACEC 2010 Annual Convention and Legislative Summit by one week, to Wednesday, July 29. Convention dates are April 25-28, 2010, in Washington, D.C.

Sessions are to be 75 minutes and the deadline for submissions is 5 p.m. EDT. For full descriptions of track topics, benefits of presenting, and the presentation entry form and requirements, [click here](#).

## Few Openings Remain for Senior Executives Institute September Class 15

ACEC's prestigious Senior Executives Institute (SEI) still has a few slots remaining for Class 15, which begins in September.

Since its inception, SEI has drawn engineers and architects from firms of all sizes, locations and practice specialties because of its highly interactive, energetic, exploratory and challenging learning structure.

Through five separate four- or five-day sessions over 18 months, participants acquire new tools to prosper in the changed—and challenging—A/E/C business environment. The program includes lectures from prominent policy makers, presentations and discussions with industry leaders, group discussions and case study work, and extensive reading on cutting-edge leadership and management topics.

Executives with at least five years experience managing all aspects of professional design programs or businesses are invited to register now for this important leadership building opportunity. For more information, [click here](#) or contact Deirdre McKenna at 202-682-4328 or [dmckenna@acec.org](mailto:dmckenna@acec.org).

October

13—[\*\*Developing Future Leaders: Best Practices and Lessons Learned for Growing 20-35 Year-Olds in Leaner Times\*\*](#) by Mike Baker, David Evans and Associates, and Geordie Aitken, Aitken Leadership Group

20—[\*\*Lessons Learned in Implementing BIM and IPD in a 900-Person Multidisciplinary Firm\*\*](#) by Sean B. Smith, Gresham, Smith and Partners

November

10—[\*\*Risk Management Report Card: Would Your Firm Earn A, F or Incomplete?\*\*](#) panel led by Erin Austin and Jack Beemer, David Evans and Associates

12—[\*\*Follow Up! The \(Misunderstood\) Heart of Business Development and Positioning\*\*](#) by Lynne Waymon, Contacts Count

## Download Insider Online Seminars You Missed

For online “insider” seminars available for purchase as on-demand downloadable events—including *Navigating Wetlands Work: Engineering During a Time of Transition*—[click here](#).

## Manage for Future Success by Investing in Business of Design Consulting Course

*The Business of Design Consulting: Managing for Success in a Climate of Change*

October 21-24, St. Louis, MO

ACEC’s *Business of Design Consulting: Managing for Success in a Climate of Change* is a unique and comprehensive update of the elements and functions of the successful A/E business...all in the context of a challenging business environment.

Content covers the eight key areas of business management, finance, marketing, risk management, contracts, leadership, human resources, and information technology—plus real-world technical examples presented by leading practitioners in the A/E workplace.

Created for owners, principals, executives, and managers of A/E firms, this state-of-the-art look at the key components of your operation is a cost-effective investment for succeeding in a more competitive than ever environment.

For details and to register at the early bird price, [click here](#).

## Add Courtroom Skills, Expert Witness Services With Certificate Course

*Applying Expertise as an Engineering Expert Witness*

October 29-30, Dearborn, MI

Adding new services such as expert witness capabilities to your firm’s portfolio is a shrewd business strategy, particularly as an extension of existing skills and expertise. However well-qualified your key staff may be, though, only the court-savvy engineer should take on potentially lucrative assignments as an expert witness in legal proceedings.

*Applying Expertise as an Engineering Expert Witness*, ACEC’s unique 1-1/2 day course to qualify engineers, architects and surveyors for recognition as expert witnesses, will be presented Oct. 29-30 in Dearborn, MI. Participants earn a certificate of course completion equipping them for legal service.

For details and course agenda, [click here](#).

In completing this course, attendees take an important first step towards qualifying for the professional designation of Engineer Expert Witness (EXW). For information on the EXW designation program, e-mail [ebajer@acec.org](mailto:ebajer@acec.org).

## BIM Course Faculty Present Insider Look at Technology, Risks, Advantages

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

October 29-30, Seattle

Is BIM a competitive edge? Is it increasingly a factor in gaining new business for firms that utilize it? According to a McGraw-Hill *SmartMarket Report*, “the benefits are tangible and the risks of not participating outweigh those of getting engaged.”

To address current and future industry challenges, ACEC will present *Building Information Modeling (BIM): The Promise and The Reality for A/E/C Firms* on October 29-30 in Seattle. This 2009 version of the course will be an informative and timely look into the many components of the increasingly popular BIM interdisciplinary project delivery system.

Course faculty will include industry innovators who are transforming the BIM multi-dimensional project planning concept into an A/E/C marketplace advantage. The 1-1/2 day agenda will be segmented into reasons for change; exploring the technology and interoperability; implementation strategies and IT case study; an updated look into risk management and insurance for "BIM-ready" firms; and a new segment on BIM from the M/E/P perspective. This course will be ideal for firm principals planning, considering or beginning to implement BIM.

For details and to register at best advance price, [click here](#).

## **A/E Finance Professionals to Meet September 14-15 in Chicago**

ACEC's Finance Forum for industry finance professionals has opened registration for the next meeting, set for September 14-15 in Chicago. The popular Forum event provides attendees the opportunity to network with peers and exchange valuable information and best practices.

Planned topics for the fall meeting include the economic downturn, the stimulus package, cash flow, acquisitions, ESOPs and additional areas of interest that may arise. The Forum is open to members and non-members.

[Click here](#) to register.

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