

ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES

NEW

Alabama • Arkansas • Louisiana • Mississippi

ACEC Deep South Hybrid Convention

July 22-24, 2021 | Sandestin Golf & Beach Resort | Miramar Beach, Florida

Come, Find Your Place in the Sun

Join owners and key principals from premiere consulting engineering and land surveying companies from across the Deep Southern States of Alabama, Arkansas, Louisiana and Mississippi for a Hybrid Deep South Convention and Exhibitor's Trade Show.

Because of continued social distancing considerations, we are pleased to provide a virtual registration option for our Members and Industry Partners.

Meetings will be broadcast live, via Zoom.

American Council of Engineering Companies Deep South Convention

ALABAMA (334) 264-1500 | ARKANSAS (501) 541-5229 | LOUISIANA (225) 927-7704 | MISSISSIPPI (601) 420-2002



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Sandestin Housing Information

Group Code 2416RJ

You have so many great reasons to get away. Maybe it's celebrating a major life event like a wedding (congratulations!), escaping for a well-deserved family vacation or because you've earned a place at the corporate retreat. The good news is Sandestin Golf and Beach Resort is the perfect solution for all the right reasons. Unlike a hotel, our 2,400 acre resort collection of 1,250 vacation rentals includes: studios to 4-bedroom units, condos, homes, villas and penthouses, giving you an enticing array of options. You also have four resort areas to choose from including Beachside, Bayside, Lakeside and the Village stretching from our postcard-perfect beach to tranquil Choctawhatchee Bay. It gets even better when you consider all the complimentary perks and amenities we offer you as our guest including the use of bicycles, boogie boards, kayaks, tennis, access to our fitness center and our resort-wide tram service. Then there are all the spectacular activities that have made us so popular including our four celebrated championship golf courses, the Village of Baytowne Wharf and our 7-mile strand of sugar white sand beaches. Come, find your place in the sun. The cut-off date for reservations is **June 17, 2021**, after which rooms will be sold on a space-available basis.

Book online: <http://www.Sandestin.com/2416RJ.aspx>

Sandestin® Group Reservations Call 800-320-8115 or Fax: 850-267-8221

Group Accommodations and Rates

Housing Reservation Deadline: June 17, 2021

All room rates will be charged a daily resort fee in the amount of 12% of the pre-tax amount of the daily room rate. The resort fee covers items including, but not limited to, complimentary resort transportation; two bicycles per unit up to four hours of usage daily; fitness center; one hour per day of tennis court time; one hour per day usage on either canoe, kayak or boogie board; self parking; WiFi in Baytowne and Linkside Conference Center, and reservation processing services. All rates are subject to applicable state and local taxes and fees in effect at time of check-in. Resort charge is subject to taxes. *A minimum stay of 5 nights is required for Beachfront accommodations; a minimum 3 nights is required at Luau 2 bedroom accommodations.

Accommodation	Rate	Accommodation	Rate
Beachside 2 Bdrm*	\$ 535.00	Lakeside 2 Bdrm	\$ 321.00
Luau Studio*	\$ 223.00	Village 2 Bdrm	\$ 375.00
Luau 1 Bdrm*	\$ 260.00	Village 3 Bdrm	\$ 469.00
Luau 2 Bdrm*	\$ 394.00	Grand Complex Studio	\$ 231.00
Beachwalk 2 Bdrm	\$ 331.00	Grand Complex 1 Bdrm	\$ 269.00
Bayside 2 Bdrm	\$ 290.00	Grand Complex 2 Bdrm	\$ 375.00
Lakeside 2 or 3 Bdrm	\$ 321.00 or \$ 414.00	Grand Complex 3 Bdrm	\$ 489.00



Deep South Convention 2021

Sandestin Golf & Beach Resort | Miramar Beach, FL



Wed, July 21	Convention Schedule (7.0 PDH Offered)	Location
3:00 - 5:00	Sandestin Pre-Convene Meeting with ACEC Executive Directors and Staff	Camelia II

Thu, July 22

12:00 - 5:00	Exhibitor's Trade Show Setup	Azalea BR
9:00-12:00	Joint ACEC Member Organization Regional Leadership Meeting (lunch on own)	Camelia II
1:00 - 5:00	Convention Registration	Azalea Foyer
2:00 - 5:00	ACEC/Alabama Executive Committee Meeting	Jasmine
2:00 - 4:00	ACEC/Arkansas Board of Directors' Meeting	Oak Bd. Rm.
2:00 - 4:00	ACEC/Louisiana Board of Governors' Meeting	Camelia II
2:00 - 3:00	ACEC/Mississippi Board of Directors' Meeting	Camelia I
3:00 - 4:00	ACEC/Mississippi General Membership Meeting	Camelia I
5:00 - 6:30	Welcoming Reception—BBQ n Bourbon on the Grand Sandestin Lawn	Grand Lawn

Fri, July 23

7:30 - 8:30	Networking Breakfast with Trade Show Exhibitors	Azalea BR
8:30 - 9:30	Session I: "Winning Today w/4 P's: Projects, Profits, People and Purpose. How to Successfully Engage, Grow and Win in the New Era" - Peter C. Atherton, PE (1 PDH)	Camelia BR
9:30 - 10:30	Session II: "The Emerging Business Development Model for 2021 and Beyond"—Mel Lester (1 PDH)	Camelia BR
10:30 - 11:00	Networking Break & Door Prizes with Exhibitors	Azalea BR
11:00 - 12:00	Session III: "Are You Ready for an Internal Ownership Transition" - Ty Kicklighter, PE (1 PDH)	Camelia BR
12:30	ACEC Golf Tournament @ Raven Course and ACEC Fishing Tourney @ Sandestin Marina (Limited space)	Raven/Marina

Sat, July 24

7:30 - 8:30	Networking Breakfast with Trade Show Exhibitors	Azalea BR
7:30-8:30	"Minimum Standards of Land Surveying"—(1 PDH - All registered LS Licensees welcome to attend)	Jasmine
8:30 - 9:30	Session I: "On the Point for Member Firms" - Steve Hall , Daphne Byrant and ACEC Trusts (1 PDH)	Camelia BR
9:30-10:00	Networking Break & Door Prizes with Exhibitors	Azalea BR
10:00-11:00	Exhibitor Trade Show Tear Down	Azalea BR
10:00-10:45	Session II: "Private Market Briefing" - Erin McLaughlin, ACEC VP Private Market Resources (1 PDH)	Camelia BR
10:45 - 12:00	Session III: "State DOT Director's Briefings and Panel Discussions" - Steve Hall, Moderator (1 PDH)	Camelia BR
12:00-12:30	Mimosas and Bloody Mary Cocktail Reception	Azalea BR
12:30 - 2:00	Closing Luncheon & Officer Installation Ceremony	Azalea BR

Mark Your Calendars! July 21-23, 2022, Sandestin Golf & Beach Resort

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ALDOT

Alabama Department of Transportation



DOT Panel Discussion Saturday, July 24th

Department of Transportation officials from our great States have been invited to join us for a Highway Officials Panel Discussion, first brought to our membership in 2019.

Member input into the planning process is requested to assist with program development. Please provide your questions, comments, feedback no later than May 28th in order to help us develop the topics to discuss at this session.

You may email comments to your respective ACEC MO Executive:

rcasillas@aceca.org,

awcooper@arkansasengineers.org,

dbrasseaux@acecl.org or,

craig@acecms.org

The session will be moderated by ACEC's Senior Vice President of Advocacy, Steve Hall.

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AMERICAN COUNCIL OF ENGINEERING COMPANIES

ABOUT THE PRESENTER: Peter C. Atherton, PE



Peter C. Atherton, P.E. is an A/E/C industry insider having spent more than 24 years as a successful professional civil engineer, principal, major owner, and member of the board of directors for high-achieving firms.

Pete is now the President and Founder of ActionsProve, LLC (www.actionsprove.com), author of *“Reversing Burnout. How to Immediately Engage Top Talent and Grow! A Blueprint for Professionals and Business Owners,”* and the creator of the I.M.P.A.C.T. process. Pete is also host of *The AEC Leadership Today Podcast* (<https://actionsprove.com/podcast/>).

Pete works with A/E/C firms to grow and advance their success through better strategic planning, executive coaching, leadership and management development, performance-based employee engagement, and corporate impact design. Connect with him at pete@actionsprove.com.

ABOUT THE SESSION: “Winning Today with the 4P’s: Projects, Profits, People, and Purpose. How to Successfully Engage, Grow, and Win in the New Era”

For most A/E/C leaders, our careers have been driven by projects. Along the way, we have also learned to understand and become better at business. Although essential, what we do and earn alone is not enough to win today. We live in a new era. Our ability to win in the workplace, marketplace, and recruiting space requires a greater focus on both people and purpose. The presence of people skills and better talent development at all levels, especially at the leader level, is what drives both project and business success today. The new era has also redefined winning. Top talent today wants to win at both work and life while making a positive difference at the office and beyond. Top clients want the same. A/E/C leaders and organizations who are able to recognize this shift have a distinct advantage over those content with the status quo or too busy and consumed to take the new actions necessary to engage, grow, and win today. This session is designed to help position you, your leadership team, and your organization for greater success both today and moving forward. You’ll learn:

1. The specific demographic and societal shifts that affect our work environment today.
2. Why most firms struggle with employee engagement and sustainable growth.
3. How employee engagement and corporate impact fits within both traditional and new era A/E/C firm growth models.
4. The three different types of purpose.
5. Why seeking only greater employee and client “experiences” falls short.
6. The 5-step IMPACT process that leaders and organizations can use to differentiate themselves: Inventory, Mission, Plan, Authenticity, Capacity, and Trigger.

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ABOUT THE PRESENTER: Mel Lester, Owner, Biz Edge



Mel Lester—aka BizEdge, is a management consultant, trainer, and contrarian strategist helping firms improve business performance through better leadership, business development, client service, project delivery, safety, and employee engagement. Mel has spent his entire 40-year career working for and with engineering, architectural, and environmental consulting firms. Prior to entering into his business practice, he spent a decade with RETEC, a highly successful national environmental firm (now part of AECOM). Mel feels blessed to serve in several roles for RETEC: Director of Organizational Development (leading various strategic initiatives), Director of Corporate Communications, Human Resources Director, Colorado Operations Manager, Corporate Proposal Manager, Quality and Service Improvement Manager. Before RETEC, Mel spent several years in business development roles for national and regional A/E and environmental firms, with ten years of civil engineering design experience (albeit in the pre-computer era!). He's been a speaker at many industry conferences and has conducted numerous webinars and onsite seminars. He's written over 300 articles that has been featured in various print and online publications. Mel states that his greatest reward is simply to have the opportunity to help others.

ABOUT THE SESSION: The Emerging Business Development Model for 2021 and Beyond

The consulting engineering business was thriving when the COVID-19 pandemic hit. Even months later, many firms continue to fare well. But backlogs are declining and a reckoning awaits the industry ahead. State and local governments—a large portion of our business—have been particularly hard hit. Other market sectors will face contraction in the coming year. Is your firm ready to tackle the downturn in spending, increased competition, and changes in how clients buy?

This session explores how the selling of professional services is evolving and how your firm should respond. Most of these changes were already underway before the pandemic arrived, but now will likely accelerate in the new reality. Mel Lester, a consultant and business development professional for over 35 years, will outline the emerging model for marketing and selling your services, which includes:

Marketing for lead generation. Our industry has long undervalued marketing as part of the business development mix. That is beginning to change. Effective marketing is about more than promotion; it should be a major generator of sales leads.

The shortening sales cycle. Clients are increasingly turning to the internet rather than sellers early in the buying process. If your firm is not engaged in producing helpful online information and advice, you're missing out on a key opportunity to position your firm early.

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ABOUT THE PRESENTER: Ty Kicklighter



Ty Kicklighter is the Director of Outsourced Accounting and Consulting for Dent Moses, LLP. His team is responsible for providing businesses with a trusted partner in financial department roles from bookkeeper to CFO as well as providing trusted solutions that remove the complexity of running a business and bring financial intelligence and health to companies. Prior to joining Dent Moses Ty provided outsourced CFO services to various companies as managing principal of Kicklighter Group and served as the CFO of a market leading engineering firm for 15 years. In addition, he is the facilitator of ACEC

Alabama's Leadership Development Series, a leadership intensive for emerging leaders in the engineering and architecture fields. Ty received a Master of Business Administration from Samford University and a Bachelor's of Science in Civil Engineering from Georgia Tech.

ABOUT THE SESSION: **Are You Ready for an Internal Ownership Transition?**

Summary: An internal ownership transition should mark the satisfying end of an era for one generation and an exciting opportunity for the next generation. A peaceful winding down to retirement or other opportunities on one end and blue-sky optimism and growth on the other. While this is the ideal outcome, the reality is that it takes a thoughtful plan, an appropriate time frame, and a lot of work to pull it off. Internal Ownership transition plans are as varied as the number and types of firms that are trying to implement them. Despite these variances, there are some simple principles that the best plans each share. Understanding these principles and implementing them into your plan may be just what you need. This session will look at these guiding principles, review a few case studies, and give you ideas to put to work within your firm.

Learning Objectives:

1. Detail the financial considerations of a win-win transition plan
2. Discuss the non-financial aspects and how to prepare new owners for ownership
3. Review the process, people and documents needed to do an internal transition

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ABOUT THE PRESENTER: Erin K. McLaughlin, Vice President of Private Market Resources, ACEC



Erin leads ACEC's efforts in analyzing market and economic trends and implementing programs and publications which address the needs of ACEC member firms serving private clients. Analysis of these markets—as well as connected economic and policy implications for the engineering industry—can be found both in ACEC's series of *Private Industry Briefs*, and in "The Private Side" column in *Engineering Inc.* magazine.

Erin has more than 20 years of experience in the A/E and commercial real estate industries. Prior to joining ACEC in 2017, Erin held various positions with ENR Top 50 firm Dewberry, including as Director of Business Development in the Mid-Atlantic Region for six years. She was also the National Federal Market Leader at global A/E firm HOK. Erin is a Past President of Commercial Real Estate Women (CREW), Northern Virginia Chapter and has also served on the board of

Women's Transportation Seminar (WTS), DC Chapter. Erin presents and moderates panel discussions on infrastructure, land use and development-related topics at conferences both domestic and international. Recent conferences Erin has presented at: Regional Studies Association (RSA) North American Conference (2019, Montreal, Canada); City Futures IV (2019, Dublin, Ireland); ACEC Annual Convention & Legislative Summit (2019, Washington, DC); and the RSA Annual Conference (2018, Lugano, Switzerland). Erin holds an M.S. in Transportation (planning concentration) from the University of New Orleans, where she led a group capstone project analyzing the viability of significant port development in Plaquemines Parish, LA. Erin also holds an MBA from Marymount University and a B.A. in American/Urban studies from George Washington University. In 2019 Erin completed Oxford University's Infrastructure, Development and Finance course, which brought leaders to Oxford, England from six continents. Erin has a Certificate in Economic Measurement from the National Association of Business Economics as well as a Certificate in Mitigation Planning from the Federal Emergency Management Agency's Emergency Management Institute.

ABOUT THE SESSION: Private Markets Briefing

In this session, Erin will present on the five leading trends in each of the four key private market areas engineering firms are targeting:

Commercial & Residential Real Estate;
Energy & Utilities; and

Intermodal & Logistics;
Health Care & Science+Technology.

For each market, Erin will explore what the current opportunities are for A/E firms and the impacts of economic and policy actions at the national level. The session will also take a deep look into how these market forces are impacting land, infrastructure and "vertical" building development in the Southeast and Gulf Regions of the United States.

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Registration & Exhibitor Registration Form

Be an Early Bird. Register by: June 18th

Early Bird Member Convention Registration, \$850—[Virtual Registration](#), \$600 (4th employee free): Fee includes: Thursday Welcoming Lawn Party; Friday & Saturday Breakfasts/Breaks; Continuing Educational Sessions; Saturday Closing Luncheon. Virtual Fee includes all educational sessions and PDH credits for those registered. **[Not an Early Bird? After June 18th:](#)** Virtual Registration, \$700; Convention Registration, \$950.

Early Bird Non-Member Convention Registration, \$1,000: Fee includes: Thursday Welcoming Lawn Party; Friday & Saturday Breakfasts; Continuing Educational Sessions; Breaks; Saturday Closing Luncheon. **[After June 18th, \\$1,100.](#)**

Early Bird Spouse/Guest Convention Registration, \$250: Thursday Welcoming Lawn Party; Saturday Closing Luncheon. **[After June 18th, \\$350](#)**

Child Convention Registration (ages 5-16), \$100: Thursday Welcoming Lawn Party; Saturday Closing Luncheon.

College of Fellows Registration, \$500: Thursday Welcoming Lawn Party Friday & Saturday Breakfasts/Breaks; Saturday Closing Luncheon

Early Bird Trade Show Exhibitor, \$1,200 (One Company) \$1,700 (Shared Booth, limit to 2 companies): Space rental and setup fees; 8'x10' piped and draped booth; skirted table, chairs, signs, 2 adult tickets to Thu Lawn Party; Fri & Sat Breakfasts; Breaks. **[After Jun 18th: \\$1,300 & \\$1,800.](#)**

Registration Form (PLEASE RETURN TO RESPECTIVE STATES)

Amnt Due

Name/Exhibitor: _____	\$ _____
Spouse/Guest/Co-Exhibitor: _____	\$ _____
Child & age: _____	\$ _____
Child & age: _____	\$ _____
Child & age: _____	\$ _____
Child & age: _____	\$ _____
Child & age: _____	\$ _____

State: ☐ Alabama ☐ Arkansas ☐ Louisiana ☐ Mississippi ☐ Regional **Total Due: \$** _____

Firm: _____

Billing Address: _____

Phone: _____ **Email:** _____

Early Bird Registration Deadline: Friday, June 18, 2021 **Cancellation Policy:** Payment must be received in full by July 16, 2021. Please consult a tax professional for advice on the deductibility of your expenses. Registration **will be refunded, less \$150 administrative fee**, if cancellation notice is received by July 16, 2021. After this date, refunds cannot be granted due to contractual obligations and guarantees; however, substitutions are welcome. All requests must be received in writing.

Credit Card Authorization

Amount: \$ _____

Customer: _____

Card Number: _____

Security Code: _____ **Expiration Date:** _____

Billing Zip Code: _____

Signature: _____

Payment by Check

Check Number: _____

Date Rec'd: _____

By: _____

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Deep South Convention 2021

Sandestin Golf & Beach Resort | Miramar Beach, FL



Please Include this Form with Registration to Register for Ala-Carte Ticketing by: **Friday, July 9, 2021.**

Name: _____

Firm: _____

Ala-Carte Tickets	P/P Cost	# Tickets	Amount Due
Thursday Welcoming Lawn Party			
Adult	\$100	_____	_____
Child (ages 5-16)	\$35	_____	_____
Friday Breakfast with Trade Show Exhibitors			
Adult	\$50	_____	_____
Child (ages 5-16)	\$20	_____	_____
Saturday Breakfast with Trade Show Exhibitors			
Adult	\$50	_____	_____
Child (ages 5-16)	\$20	_____	_____
Saturday Closing: Mimosa & Bloody Mary Social & Luncheon			
Adult	\$150	_____	_____
Child (5-15)	\$65	_____	_____
Saturday Golf Tourney (Cart, Greens Fees & Boxed Deli Lunch)	\$200	_____	_____
Saturday Fishing Charter (Supplies & Boxed Deli Lunch)	\$200	_____	_____
		TOTAL DUE:	\$ _____

Cancellation Policy: Payment must be received in full by **June 16, 2021**. Registration will be refunded, less \$150 administrative fee, if cancellation notice is received on or before July 16, 2021. After this date, refunds cannot be granted due to contractual obligations and guarantees; however, substitutions are welcome. All requests must be received in writing.

FOR OFFICIAL USE ONLY:

Check #: _____

Date Rec'd: _____

By: _____

Credit Card Authorization

Amount: \$ _____

Customer: _____

Card Number: _____

Security Code: _____ Expiration Date: _____

Billing Zip Code: _____

Signature: _____

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☐ **Platinum Sponsor: \$5,000**

One Full Registration and Spouse or Guest Registration
Company logo featured on signage at Registration Station
Sponsorship of recreational events
Company may provide marketing items/promotional gifts
Company logo featured in video tribute and featured on printed materials

☐ **Gold Sponsor: \$3,000**

One complimentary Registration & Guest Package, or, one complimentary Exhibitor Booth Registration
Company logo featured on signage at Registration Station
Company logo featured in video tribute
Company logo featured on printed materials

☐ **Silver Sponsor: \$1,500**

One complimentary Registration
Company logo featured on signage at Registration Station
Company logo featured in video tribute
Company logo featured on printed materials

☐ **Bronze Sponsor: \$500**

Company logo featured on signage at Registration Station
Company logo featured in video tribute
Company logo featured on printed materials

Sponsorship Registration Form

State: ☐ Alabama ☐ Arkansas ☐ Louisiana ☐ Mississippi ☐ Regional

Firm: _____

Name: _____

Billing Address: _____

Phone: _____ Email: _____

Printed Materials Registration Deadline ([need logo in JPG format](#)): Friday, June 25, 2021

Cancellation Policy: Payment must be received in full by July 16, 2021. Please consult a tax professional for advice on the deductibility of your expenses. Registration will be refunded, less \$150 administrative fee, if cancellation notice is received on or before July 16, 2021. After this date, refunds cannot be granted due to contractual obligations and guarantees; however, substitutions are welcome. All requests must be received in writing.

Credit Card Authorization

Amount: \$ _____

Customer: _____

Card Number: _____

Security Code: _____ Expiration Date: _____

Billing Zip Code: _____

Signature: _____

Payment by Check

Check Number: _____

Date Rec'd: _____

By: _____

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