

Last Word E-Newsletter

"Last Word is a must-read for engineering executives seeking to stay informed on the latest industry news and legislative updates that affect their bottom line."

~ Rick Lahm, CFO, Henderson Engineers, Lenexa, KS

Readership:

- Reach 40,896 engineering firm leaders every week
- 90% of our readers are:
CEOs, CFOs, CIOs, Principals, Presidents, Owners

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The screenshot shows the 'Last Word' e-newsletter interface. At the top, navigation tabs include Advocacy, Education, Business Resources, Conferences, and Home. A green banner at the top right specifies dimensions: **960 x 115 pixels (web) & 780 x 115 pixels (e-mail)**. The main header features the ACEC logo and the title 'Last Word' in a large red font, with the subtitle 'Published by the American Council of Engineering Companies'. Below the header, there are several content sections: 'RECENT HIGHLIGHTS', 'LATEST NEWS', and 'DID YOU KNOW'. The 'LATEST NEWS' section includes articles such as 'Governor Hickenlooper Welcomes More than 900 ACEC Members to Fall Conference in Colorado', 'New Contracting Out Study, Threats to Licensure', '2018 "Exemplary" Year for Council', 'ACEC President's Monthly Update—November 2018', and 'More Industry News'. The 'DID YOU KNOW' section provides information about ACEC's partnership with ARCOM and professional development hours. A 'YouTube' icon is also visible. The 'ACEC Engineering Business Index' section shows a bar chart with a value of 61.4. The 'ACEC STOCK INDEX' section includes a line graph and text comparing ACEC's performance to the NY SE Composite Index and Total U.S. Construction Spending. The 'A/E EMPLOYMENT' section features another line graph and text about U.S. architectural and engineering employment. At the bottom, there are four portrait photos of ACEC PAC Chairmen: Dave Knight, Chris Barber, Tom Gorman, and Tom Cadden. On the right side of the page, there are two green boxes with dimensions: **169 x 338 pixels** and **169 x 169 pixels**. A social media link for '@ACEC_Nationals' is also present.