



AMERICAN COUNCIL OF ENGINEERING COMPANIES

## **Business of Design Consulting**

March 4-6, 2025

### **Daily Schedule of Events**

March 4, 2025

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**7:30am - 8:00am**

**Breakfast and Registration**

**8:00am - 12:00pm**

**Managing to Succeed in a Challenging Business Environment**

*Steve Walker, srwalker & associates*

- The Leadership path
- Personal Vision
- Strategic planning
- Trends and opportunities
- The Discipline of Market Leaders
- Growth Horizons

**12:00pm – 1:00pm**

**Lunch and Networking with Attendees**

**1:00pm - 5:00pm**

**Pathway to Leadership**

*Tiffany Aukema and Kelly McArter, HR Advisors Group, LLC*

- Transitioning from Project Management to Leadership
- Building Relationships
- Creating High Performance and Diverse Teams
- Management Best Practices in the E/A Industry



March 5, 2025

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**7:30am - 8:00am**

**Continental Breakfast**

**8:00am - 12:00pm**

**Finance**

*Matt Fultz, Matheson Financial Advisors*

- Fine-tuning financial management in uncertain times
- Driving value in a volatile market
- Long-term financial and valuation results: setting the stage
- Accounting principles and practical financial tools

**12:00pm - 1:00pm**

**Lunch and Networking with Attendees**

**1:00pm - 5:00pm**

**Business Management & Ownership Transition**

*Matt Fultz, Matheson Financial Advisors*

- Financial exit strategies
- Retirement Planning: Internal ownership transition issues, internal buy-outs, stock plans, ESOPs
- Gearing stock expansion programs to the new market realities
- The "ins and outs" of mergers and acquisitions in the recovery decade

March 6, 2025

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**7:30am - 8:00am**      **Continental Breakfast**

**8:00am - 12:00pm**      **Contracts and Risk Management**

*Michaela Kendall, Strategic Partnerships and Cheryl Shaw, Claims Manager, AXA XL, a division of AXA*

- How good is your risk management crystal ball?
- The legal system—friend or foe?
- Importance of Pre-project planning
- Key risk factors that determine project success or failure
- Contracts do's and don'ts
- The quality management process
- Communication and documentation – a two-edged sword
- The construction contract administration process

**12:00pm - 1:00pm**      **Lunch and Networking with Attendees**

**1:00pm - 5:00pm**      **Maximizing Your Business Development & Marketing ROI**

*Richard Friedman, Friedman & Partners*

- A comprehensive view of your entire “get-work” effort
- Using the five-stage system for a balanced, multi-layered marketing program
- Starting with strategy—finding your differentiators
- Broadcasting your message through brand-building
- Winning with one-on-one selling
- Building a high-touch, high-return customer service program
- The vital role of business development