



CASE is a part of the American Council of Engineering Companies

**CASE In Point**

## ACEC Institute Offers New Courses

### Strategic Planning, Marketing and HR

The ACEC Institute for Business Management is offering new courses in the area of marketing and human resources.

"How Strategic is Your Planning," is a one-day workshop that provides you with plenty of plain-talk, case studies, and interactive exercises to make strategic business planning work for your firm, and help you avoid common pitfalls. This course is offered in San Francisco, October 22 and in Boston, December 2.

"Strategic Marketing Day Trip," is an interactive, entertaining and energizing session that covers the spectrum of marketing and business development, including building name recognition to developing lasting client relationships. This course is offered in Chicago, September 30 and in Orlando, November 12.

Under the Institute's Best Practices

Desktop Seminar Series, ACEC is also offering two new seminars entitled: "Human Resources: The Foundation of Your Firm, Part I and II," to be held July 23 and July 30. The seminars will instruct:

- How to understand what steps to take to create an employee-oriented culture;
- How to improve employee productivity and quality of deliverables while meeting budget;
- What steps to take to improve a firm's batting average in recruiting the "right" employee;
- How to retain valuable employees; and understand the value of training and coaching every person in the firm, and its effect on the bottom line.

For more information, go to [www.acec.org](http://www.acec.org).

## Going like Hotcakes!

### Guideline Addressing Coordination and Completeness

Helped by a feature article in ENR (July 21), CASE's *Guideline Addressing Coordination and Completion of Structural Construction Documents* has been flying off the shelves! Not only engineering firms (and architects) are buying it, but large institutions as well, including Ford Motor Co., the City of Raleigh, NC and Rutgers University. The American Institute of Steel Construction is considering purchasing in bulk for their members.

The publication, which was two years in the making, covers some areas of the

construction project that have been traditionally neglected or glossed over. It is a document dedicated to quality at a time when structural construction documents have been deteriorating. Structurals are still one of the highest liability risks according to insurance companies. This document, while not written to remedy that situation, does go a long way in trying to lessen communication and coordination mistakes.

*(See the Editorial, page 7 in this issue of STRUCTURE for more information.)*

### Joseph C. Gehlen to Lead CASE in 2003-04

Joe Gehlen was voted chairman of CASE for 2003-04 by his peers. He is president of Kramer Gehlen & Associates in Vancouver, WA and has a degree in civil engineering from Oregon State University. Mr. Gehlan is registered in 16 states and British Columbia, Canada.

He is a former chairman of the CASE Education committee and is active in many professional organizations, including SERMC and the National Council of Structural Engineers Associations (NCSEA). Joe has four children and is a Little League baseball coach.



## Organizational Peer Reviews

### Expertise at Hand

Your firm has the know-how to encourage efficient, effective and profitable project management, but how many of your firm's project managers are using it?

ACEC's Organizational Peer Review

Program (OPR) focuses on seven management areas: General Management, Human Resources and Professional Development, Financial Management, Project Management, Business Development and Quality Management.

A team of trained reviewers will help you find out answers to questions such as: "Is the scope of work well understood by the project team?", "Do we promote the development and use of up-to-date standard design techniques?" and "Do we check formally that all concepts, technical calculations, report drafts, analyses, drawings, etc., conform to our firm's standards at appropriate milestones?"

Over 1,100 firms benefit from the expertise of OPR. To schedule a review or to find out more information contact Kevin Wilson at (202) 682-4320 or [peerreview@acec.org](mailto:peerreview@acec.org).

## CASE/ICC Seminars

### Special Inspections and the International Building Code

#### Fall Locations

##### Michigan

Speakers: Ron LaMere and Jerry Neville

10-8-03 Detroit, MI

10-9-03 Lansing, MI

10-10-03 Grand Rapids, MI

##### New York

Speakers: Jim DeStefano and Jerry Neville

11-19-03 New York City

11-20-03 Albany, NY

11-21-03 Long Island, NY

All seminars will run from 1:00 PM to 6:00 PM. Cost of the seminar will be \$120.00 for CASE and ICC members and \$145.00 for non-members. For more information visit [ICCSafe.com](http://ICCSafe.com), or contact Jim DeStefano at [Jimd@destefanoassociates.com](mailto:Jimd@destefanoassociates.com).

## OSHA Unveils Two New Web Pages

### New Pages on Emergency Preparedness, Small Business Provide Useful Info

The Occupational Safety and Health Administration announced the availability of two new pages on the agency's website, which will provide information on workplace emergency preparedness and information on how OSHA helps small businesses.

"OSHA wants to provide the best and most accessible information possible to help employers, employees and businesses stay safe, healthy and successful," said John L. Henshaw, Assistant Secretary for Occupational Safety and Health. "It is critical to the health and safety of America's workers that information on emergency preparedness and safety for responders be readily available to those who need it. It is also important to the success of small businesses

that they understand what OSHA can do and how OSHA can help them."

The new emergency preparedness page focuses on the occupational safety and health aspects of emergency preparedness and response, providing links for responders and general worksites looking for technical assistance. The site is arranged to provide information based on type of employer (responders and general worksites), as well as on specialty topics like chemical, biological, personal protective equipment or bioterrorism. There are also links to other government websites that offer information and technical assistance.

The redesigned small business page is home to information on the consultation program and a new section on the Safety

and Health Achievement Recognition Program (SHARP). The site has several other new sections, including a section on the benefits OSHA provides to the small business employer and Small Business Success Stories. The page has links to OSHA's Safety and Health Data Tools, Technical Links to Safety and Health Topics, and the wide of array of compliance assistance pages. There is also a Helpful Websites section, with links to other governmental compliance assistance sites.

OSHA is dedicated to saving lives, preventing injuries and illnesses and protecting America's workers. Safety and health add value to business, the workplace and life. For more information, visit [www.osha.gov](http://www.osha.gov).

## CASE Session on Coordination and Completeness Document and Business Forums Featured At ACEC's 2003 Fall Conference

**October 8-11, Phoenix, Arizona**

Past Chairman of CASE's National Guidelines Committee, Thomas Wosser (Degenkolb Associates, San Francisco), will present a seminar on the newest CASE publication, A Guideline Addressing Coordination and Completeness of Structural Construction Documents. That session is scheduled for October 10th.

At the spring convention in Boston, ACEC successfully launched four professional forums for managers in Professional Sales and Marketing,

Finance, Human Resources, and Information Technology. Back by popular demand, these forums will be offered at the fall conference in Phoenix, as well as the debut of the new Young Leaders Forum. The Young Leaders Forum promotes the value of young leaders, draws young leaders into ACEC, provides training & education for young leaders and promotes networking among young leaders.

The forums are structured for networking in an interactive roundtable format, which

promotes discussion of topics such as emerging trends and problem solving. A professional listserv for each topic will be available to each participant, so education, idea-sharing and communication can continue year-round.

Don't miss this exciting opportunity to participate, learn and contribute during the Forum exchanges at this year's Fall Conference.

For more information, go to [www.acec.org](http://www.acec.org).

### Featured Publication

#### Art of Juggling: Two Approaches to Staff Allocation and Scheduling in Project Management, David A. Stone

Are you having a difficult time finding competent people to staff projects? It can be challenging to conduct business as staff size fluctuates, people move between projects, or become involved with other assignments.

With this book, you'll learn successful planning methods, and avoid missed deadlines and budget overruns!

Members \$29/Non-members \$35

Or, receive Art of Juggling free of charge when you order three or more ACEC publications.

To view ACEC titles, and to order, visit [www.acec.org/publications](http://www.acec.org/publications).

