



NCSEA Winter Institute 2005: If Only I'd Known -- for Engineering Firm Owners

February 18-19, 2005 • Millennium Resort Scottsdale McCormick Ranch • Scottsdale, Arizona
(15 Continuing Education Credits)

Friday, February 18, Program:

8:00 a.m. – 10:00 a.m.

Keeping Up With the Law

Justin L. Weisberg, JD, Schuyler, Roche & Zwirner, PC, will discuss recent rulings affecting engineering firms, including:

1. Exposure of engineers to suits by third parties, including contractors;
2. Potential loss of insurance coverage when switching policies;
3. Insurance carriers reluctant to defend;
4. Insurance issues affecting engineers providing construction support services;
5. Unique problems encountered by engineers providing services to condominium projects; and
6. Concerns for an engineering firm acting as a lead design/builder.

Mr. Weisberg has practiced law in the construction, engineering and design fields for over 12 years, representing primarily engineers, but also architects and construction and design firms. Mr. Weisberg is a licensed Professional Engineer in Illinois and Florida.

10:15 a.m. – 12:15 p.m.

Lowering Your Insurance Premiums

Mark Blankenship, CPCU, AIC, Vice President, Hobbs Group/AVA Insurance Agency, will advise owners on how they might lower their insurance premiums. His presentation on risk management is based on his extensive claim experience and the time he spends reviewing client contracts for insurability issues.

Mr. Blankenship has 20 years' experience in insurance claims ranging from commercial property, general liability, and workers' compensation to professional liability for architects and engineers, lawyers, and accountants. Prior to joining AVA Insurance Agency, Mr. Blankenship was a claim Supervisor for Design Professionals Insurance Company. He was appointed to manage the company's largest accounts across the Midwest, which entailed handling claims on projects ranging from NFL stadiums and highway projects to single family residences.

1:15 p.m. – 3:15 p.m.

Implementing Value-Based Compensation

Jon Magnusson, Chairman/CEO of Magnusson Klemencic Associates, a 140-person structural and civil engineering firm based in Seattle, will explore business practices in other industries to illustrate how engineers can develop a deeper understanding of pricing philosophies for their services. Key issues will include understanding risk/reward factors and moving away from "cost-of-production" pricing, with many examples of how these ideas apply to engineering.

Mr. Magnusson is licensed in 24 states and has been the principal structural engineer for over \$1.5 billion worth of construction in the last five years alone. He was recently named the "Engineer of the Year" by the ACEC of Washington and is also a Lifetime Honorary Member of the American Institute of Architects.

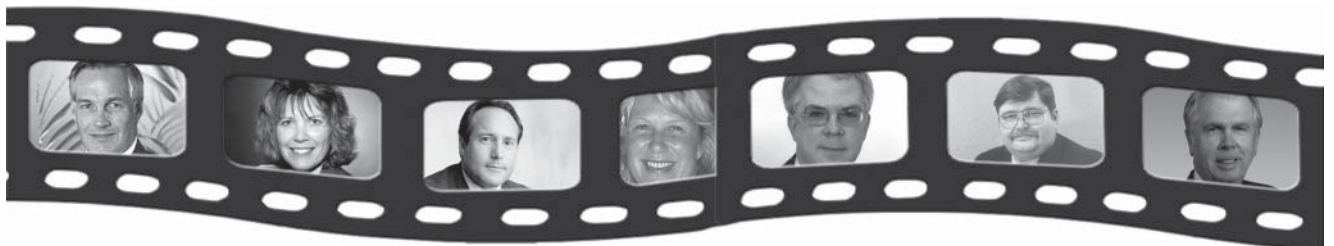
3:30 p.m. – 5:00 p.m.

Round Table Discussion

Michael J. Tylk, Principal, TGRWA, LLC, Chicago, Illinois, will lead a round table discussion on the day's presentations. Bring your problems and questions (or send them in with your registration form), and come prepared to participate in what should be an informative and lively discussion.

Mr. Tylk is a licensed architect as well as a licensed structural engineer. He has been in business for 38 years and credits his dual licensure for his success in working with and understanding architects. Mr. Tylk's unique and special design projects in the Chicago area have included the structural design of the Picasso sculpture at Daley Center Plaza, the restoration of the historic 1886 Rookery Building, developing the erection procedure for the atrium roof of the State of Illinois Building, and the structural design of the steel curtain wall at the Shedd Aquarium's Oceanarium. Mr. Tylk is a Past President of both the National Council of Structural Associations and the Structural Engineers Association of Illinois.

6:00 p.m. - **Dinner**



Discounted airfares are available for travel to and from Phoenix on United or United Express between February 13 and February 23, 2005. Receive 5% off the lowest applicable discount fare, or 10% off the unrestricted coach fare. Purchase your airline tickets through the Meeting Reservations Center at least 30 days before your departure date and save an additional 5% on your airfare. To receive these special fares, you or your travel agent must call the United Airlines Meeting Reservations Center at (800) 521-4041 and refer to Meeting ID Number 529CB.



7401 North Scottsdale Road, Scottsdale, Arizona 85253-3548
Reservations: Call the hotel directly at (800) 243-1332 or (480) 948-5050.
Single or Double Room Rate: \$149 plus 11.92% tax. Mention NCSEA to receive this special room rate. This room rate is guaranteed only through January 28, 2005.

Saturday, February 19, Program:

8:00 a.m. – 10:00 a.m.

Foreseeing the Testimony of an Expert Witness

Dr. W. Gene Corley, Senior Vice President, CTL Group, Inc., will talk about what a designer needs to do, to keep experts from abusing a design. He will use disguised case studies to illustrate how things can go wrong, i.e., how minor missing dimensions can lead to major costs, how minor construction errors can lead to major disputes, and how an expert who is conversant with standards can win a case for a designer.

Dr. Corley was selected by ASCE to lead Building Performance Assessment Team investigations into both the bombing of the Murrah Federal Building in Oklahoma City and the collapse of the World Trade Center towers. His experience includes the evaluation of earthquake and blast damaged buildings and bridges, investigation of distress in prestressed concrete structures, repair of parking garages damaged by corrosion, evaluation and repair of high rise buildings, stadiums, silos and bridges, and design and construction of cast in place concrete and structural steel facilities.

10:15 a.m. – 12:15 p.m.

Selecting Your Successor

Sandy Blaha, Owner, Sandy Blaha Performance Consulting, will describe how to identify and develop an effective key employee group, including entrepreneurs, client managers, business managers, mentors, teachers and visionaries. She will discuss:

1. The pitfalls of first-to-second generation transitions and how to avoid them;
2. The uneven nature of transferring power and authority (the “stutter effect”); and
3. A process for testing, challenging and rewarding key employees.

Ms. Blaha has been guiding the transition of authority, responsibility and accountability, by coaching owners and ensuring

effective next generation management and leadership, for over ten years. She holds an undergraduate degree in education and a graduate degree in human and organizational communication and leadership. Ms. Blaha is a certified Crucial Conversations® trainer and, in addition to authoring the succession-planning guidebook, *Passing the Torch*, has written numerous articles on leadership and organizational development. She is currently a member of the AIA Denver Board of Directors.

1:15 p.m. – 3:15 p.m.

Recognizing and Preventing Embezzlement

Maria Kieras Vedral, President, SilverEdge Systems Software, Inc., will describe the tell-tale signs of embezzlement and will recommend procedures and tools that have proved to be critical in its prevention.

Ms. Kieras Vedral is the Founder and CEO of SilverEdge Systems Software. She has over 20 years of accounting experience and, with her SilverEdge team, provides business consulting to over 400 professional service organizations. She has been a featured speaker at Wind2 Software’s Annual National Customer Conference, presenting topics such as “Running Your Business at a Glance Using Wind2 Reports and Features,” “Executive Management Trend Reporting,” “Billing at the Proper Rate” and “Simplifying Accounting Procedures”.

3:30 p.m. – 5:00 p.m.

Round Table Discussion

Michael J. Tylk, Principal, TGRWA, LLC, Chicago, Illinois, will lead another round table discussion on the day’s presentations. Bring your problems and questions (or send them in with your registration form), and come prepared to participate in another informative and lively discussion.

6:00 p.m. - **Reception**

REGISTRATION FORM

Name: _____ Badge Name: _____

Companion: _____ Badge Name: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP Code: _____

Telephone: _____ Fax: _____

E-mail: _____

Registration - \$695 per person
 Registration includes all presentations, program notes, continental breakfasts, lunches, breaks
 Friday evening dinner, and Saturday evening reception.

Companion Registration - \$95 per person
 Companion registration includes continental breakfasts, Friday evening dinner, and Saturday
 evening reception.

Friday Registration - \$395 per person _____ **Saturday Registration - \$395 per person** _____

Total Amount Enclosed _____

Credit Card Number: _____ Expiration Date: _____

Signature: _____ Visa MasterCard American Express

Disability Requirements? _____

**If paying by check, mail check payable to NCSEA, with this completed Registration Form, to:
 NCSEA · Suite 2010 · 203 North Wabash Avenue · Chicago, Illinois 60601.
 If paying by credit card, fax this completed Registration Form to NCSEA at 312-372-5673.**

