



Business Practices Tracks

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Wednesday, April 24

9:30 AM – 10:15 AM

The Power of Storytelling in the AEC Industry – Keep It Simple to Win More Work

With only 5% of people able to recall statistics, and 63% able to remember stories after a presentation, are your firm's project managers and executives able to tell impactful stories about your company and its projects in interviews to win more work? Is your firm writing award-winning stories to receive third-party recognition for your projects and expertise?

If not, you should be, because the human brain craves stories. If you have ever binge-watched a TV-series until 2:00 a.m. or logged several hours listening to true-crime podcasts, you already understand the power of storytelling, but how does this apply to the architecture/engineering/construction (AEC) industry?

Author and AEC industry consultant, Julie Wanzer, LEED AP, explains the importance of breaking down complex design and construction issues into solution-based stories to help your AEC firm stay top of mind in this competitive landscape. Learn more about how to incorporate the five Cs of storytelling - Circumstance, Curiosity, Characters, Conversations, and Conflicts - into your firm's project interviews, award submittals, proposal content, and social media to win more work and highlight your firm's expertise.

Speaker

- **Julie Wanzer, LEED AP**, Business Rewritten, Author & Business Owner

10:30 AM – 11:15 AM

The Integrated Engineer: Leading the Charge from Work-Life Balance to Work-Life Blend

This talk underscores the importance of engineering leaders in leveraging the workplace as a catalyst for fostering company and employee growth in unison. It argues that aligning the organization's strategic goals with engineers'/employees' interests propels the company forward and enhances the team's connection to each other and the organization. Critiquing traditional employee engagement methods, it proposes using conversational artificial intelligence (AI) to strengthen team connections and align them with the organizational focus.

Speaker

- **Dan Bruder**, Blendificatoin, CEO, Co-founder, Author

11:30 AM – 12:15 PM

Employment Law Considerations for 2024: Overview of Colorado's Legal Changes

This presentation will cover recent changes in Colorado's employment and benefits laws.

Speaker

- **January Allen, JD**, Galvanize Law, Founding Partner

2:00 PM – 2:45 PM

Be The Closer: Turning Contacts Into Contracts

So often, marketing and business development professionals as well as technical professionals find themselves asking how they can know so many people in the industry but struggle to meet their revenue projections and financial goals. Or, they are looking to break into a new market or geography that appears to have ample opportunity, but find themselves unable to get a foothold in the new market. GeoEngineers' Associate in Business Development and Marketing, April Smith, CPSM will provide insights alongside the owner of Arrow Marketing, Krystal DeHerrera, on tangible day-to-day marketing and business development activities to help professionals be instrumental in identifying, strategizing and winning work.

Speakers

- **April Smith, CPSM**, GeoEngineers, Inc., Associate, Marketing and Business Development
- **Krystal DeHerrera**, Arrow Marketing, Owner

3:15 PM – 4:00 PM

Cybersecurity Trends in 2024

Cybercrime is big business and expanding every year. Technology and the pandemic have driven a dramatic change in the economy and in the way organizations conduct business. The required dependence of businesses on digital technology has also created a new class of digital risks that are constantly evolving and can strike faster with more severity than traditional risks. This presentation will discuss some current cyber trends for 2024 that you should be on the lookout for in your firm's day to day practices. Also, the presenter will discuss the ways you need to be covered by your insurance policies, what you need to know about your actual coverage and identify where there might be gaps.

Speakers

- **Mary Erchul, PE**, ACEC Business Insurance Trust, Executive Director
- **John Flocco**, USI Insurance Services, LLC, Partner | Executive Vice President

Thursday, April 25

9:30 AM – 10:15 AM

Benefits Blueprint: Finding Equilibrium Amidst Rising Healthcare Costs

With wages and health care costs rising at a rapid rate, how can you best find equilibrium in your benefit program? This presentation will share insights on how to strike the right balance with case studies that you can apply to your firm.

Speaker

- **Michael Rankin, AIF**, Relational Advisors, Principal

10:30 AM – 11:15 AM

From Conversations to Connections: How AI is Transforming Public Outreach Messaging in Today's Technological World

This presentation will explore the powerful impact of AI on public outreach messaging. By leveraging AI technology, organizations can now engage with their audience in more personalized and meaningful ways, fostering stronger connections. This presentation will delve into the innovative techniques and strategies employed by AI to enhance public outreach, ultimately transforming how firms communicate and build relationships in the digital age.

Speaker

- **Aj West**, Chickenango Marketing Solutions, COO, Public Engagement Manager

11:30 AM – 12:15 PM

The Latest Industry Trends In Mergers, Acquisitions & Valuations

Morrissey Goodale Consultant Sarah Thornhill will discuss the state of the engineering industry, including an update on financial, merger & acquisition and valuation data, and expectations for 2024. During the session she will also review how firm valuation influences decision-making on mergers and acquisitions, recruiting and retention, and leadership and ownership transition.

Speaker

- **Sarah Thornhill**, Morrissey Goodale, Consultant

2:15 PM – 3:00 PM

Small-firm Workshop: Leading Your Firm into the Future

Participants will discover the strategies for thriving in today's dynamic business landscape, navigate change with resilience, and learn the art of successful succession planning.

Speaker

- **William (Bill) Siegel, PE**, McMahon | Siegel Group, Managing Director

3:30 PM – 4:15 PM

Panel Discussion: The Legal Challenge Behind Federal D/WBE Program

This panel will discuss Managing the Risk of a D/WBE Program Under Fire. The presentation will focus on the perspectives of Disadvantaged and Women-owned business owners as it relates to managing the risk associated with the potential elimination of D/WBE programs and requirements. Suggestions on how to manage the risk, positioning for success in the absence of the program, and discussion of the importance of the program.

The panel will consist of members of the Colorado Chapter of the Conference of Minority Transportation Officials.

Speakers

- **Stephen Pouliot, PE**, Michael Baker International, Vice President

Panelists

- **Rico Nelson**, Civil Technology, Inc., Chief Executive Officer
- **Reggie Gamlin**, McKinstry, Small Business Advocate & DBE Champion
- **Suzanne Arkle**, ZANN, SME Business Diversity, Equity & Inclusion
- **Amara Hildebrand**, Eugene Lynne, Partner