

# ACEC VIRGINIA ANNUAL SUMMER CONFERENCE



**JUNE 19-21, 2024**

**HILTON VIRGINIA BEACH OCEANFRONT**

**ACEC** *Virginia*



# CONFERENCE PROGRAM

## Wednesday, June 19

9:30 am - 12:30 pm	ACEC Virginia Board Strategic Planning Session
12:30 - 1:00 pm	Board Lunch
1:00 - 4:00 pm	ACEC Virginia Board Meeting
6:00 - 8:00 pm	Aloha Summer Welcome Party

## Thursday, June 20

8:00 - 9:00 am	Registration and Breakfast
9:00 - 9:30 am	ACEC Virginia Business Session
9:30 - 10:30 am	Future of the AEC Industry - What to Expect for 2024-2025 <b>Greg Hart, PSMJ</b>
10:30 - 10:45 am	Coffee Break
10:45 - 11:45 am	Creating a Compensation Model that Retains Talent <b>Kristi Weierbach, Ph.D., SPHR, SHRM-SCP, Stambaugh Ness</b>
11:45 am	Free Time - Golf Tee Times Available
7:00 - 10:00 pm	Chairman's Reception/Board of Directors Installation and ELI Graduation Dinner



# CONFERENCE PROGRAM

## Friday, June 21

- |                  |   |
|------------------|---|
| 8:30 - 9:00 am   | Breakfast   |
| 9:00 - 9:15 am   | Morning Remarks and Announcements   |
| 9:15 - 10:15 am  | The Seller-Doer Model for AEC Professionals<br><b>Scott Butcher, FSMPS, CPSM</b><br><b>Stambaugh Ness</b> |
| 10:15 - 10:30 am | Coffee Break  |
| 10:30 - 11:30 am | A/E M&A Essentials<br><b>Mike Matthews, PE, FACEC</b><br><b>PSMJ</b>                                      |
| 11:30 am         | Conference Adjourns   |





# CONFERENCE PRESENTATION DESCRIPTIONS

## Thursday, June 20

### **Elevating Your Strategy: Creating a Compensation Model for Talent Retention**

Retaining top talent is crucial for organizational success. Compensation is more than just payroll, it should be approached strategically. Employees want more than a paycheck, they also want opportunities to learn and grow. Creating a robust compensation model goes beyond assigning pay scales; it involves establishing a framework that aligns with roles, informs hiring decisions, and supports career progression. In this session, you will learn how to integrate compensation into your overall hiring and retention strategies, aligning with organizational goals for long-term success.

### **Future of the AEC Industry - What to Expect for 2024/2025**

As we look into the second half of 2024 and beyond, it is more critical than ever before to have high quality market data to drive high quality strategic decisions. In this fast-paced session, PSMJ President Gregory Hart shares some of his firm's latest analytics on which client markets and regions are poised for the strongest (and weakest) growth in the next 24 months, key trends in compensation and financial performance, and strategies that best-in-class engineering firms are using right now to achieve long-term success. You are sure to leave with new ideas, new thinking, and new energy for your firm's next big growth moves.

## Friday, June 21

### **Smarter Selling: Business Development Tools for Engineering Professionals**

There are many ways to "sell," but not everyone has the relevant experience and comfort level with the various approaches. To succeed in business development, it is important to understand the various "tools" at your disposal, then identify the ones that you are most comfortable with and align your approach. This program will cover different approaches used by engineering professionals to drive more work with existing clients or develop relationships with new prospects. New research into the seller-doer will also be shared.

### **A/E M&A Essentials**

Join Mike Matthews from PSMJ Resources for a comprehensive exploration of "M&A Essentials," tailored specifically for engineering firms. In this presentation, Mike will address critical topics such as market conditions, the challenges of internal transitions, and the overall M&A process. Gain insights into valuation techniques, deal structuring, and the pivotal role of cultural fit in successful integrations. Mike will also dissect acquisition strategies, covering key aspects like geographic expansion, market penetration, and service diversification while shedding light on common pitfalls to avoid to ensure M&A success.



# CONFERENCE SPEAKERS



## **Scott Butcher, FSMPS, CPSM** **Managing Director, Strategic Growth** **Advisory** **Stambaugh Ness**

Scott is an AE industry veteran with 30 years of experience in strategy, marketing, and business development. As a former Vice President and Chief Marketing Officer for a mid-sized engineering firm, Scott brings a unique perspective to his client work, delivering first-hand industry insight and knowledge.

Scott is a sought-after national speaker who has presented for numerous industry organizations including ACEC, AIA, ASCE, NCSEA, PSMJ, ROG, SDA, SMPS, and USGBC. A prolific writer, Scott has authored 15 books, written numerous ebooks, white papers, and blogs including his Marketropolis blog for Engineering News-Record. He is a past president of the SMPS Foundation, an AEC research-focused nonprofit organization, and has served on the national board of directors for the Society for Marketing Professional Services (SMPS). In addition to being a Fellow of SMPS, Scott is also a Certified Professional Services Marketer.

Scott received a Bachelor of Science degree in Marketing from The Pennsylvania State University and a Certificate in Professional Photography from the New York Institute of Photography. He has excelled as a National AE industry presenter on a national level. His dedication and contributions have been recognized by the Society of Marketing Professional Services, where he holds the esteemed title of Fellow. Additionally, Scott has served as a Trustee and President of the SMPS Foundation. Scott was also honored as one of the Forty Under 40 by the Central Penn Business Journal. Scott is proud to have been named Outstanding Alumnus of the Year by Leadership York, underscoring his continued dedication to personal and professional development.

Prior to joining Stambaugh Ness, Scott was the owner/principal of Aecumen, LLC, a firm providing consulting, facilitation, and training for AEC companies.



# CONFERENCE SPEAKERS



## **Greg Hart** **President** **PSMJ Resources, Inc.**

As a Senior Consultant with PSMJ, Greg is passionate about helping A/E/C firm leaders strengthen their businesses to create lasting value. He advises clients primarily in the areas of mergers & acquisitions, ownership succession planning, and business valuation. Greg has personally worked with hundreds of A/E/C firms on these matters. Additionally, Greg frequently contributes to a range of PSMJ and industry publications and speaks to various audiences on topics such as market trends, M&A strategy, and succession planning.

As PSMJ's President, Greg leads the organization's overall growth strategy and plays a key role in ensuring that PSMJ always stays true to its mission of improving the business performance of A/E/C organizations worldwide. In this capacity, he is actively involved with PSMJ's publications, events, and advisory services in areas such as strategic planning, new product development, and ensuring that every customer and client interaction with PSMJ exceeds expectations.

Greg has spent his entire career in and around the A/E/C industry. Prior to management consulting in the industry, he began his career as an Environmental Scientist and holds a Bachelor's degree in Environmental Science from the University of Massachusetts-Lowell as well as a Master's degree in Business Administration from Syracuse University. He has also successfully completed business valuation coursework through the American Society of Appraisers.





# CONFERENCE SPEAKERS



## **Mike Matthews, PE, FACEC** **Ownership Transition/Strategic Planning/M&A Consultant** **PSMJ Resources, Inc.**

Mike is a Senior Consultant with PSMJ where he provides consulting and training services on the subjects of strategic planning, ownership transition, and mergers & acquisitions.

In addition to Mike's formal business education, he developed and taught an MBA class at University of Richmond entitled Professional Services Management. His other instructional engagements have included guest lectures at numerous universities, industry conference presentations, and participation as an expert panelist on a variety of topics.

After serving for two years on the national executive committee for the American Council of Engineering Companies, Mike was recognized by the organization as a fellow. Mike's other recognitions have included the McCabe Leadership Award from the Virginia Council of CEOs, Engineer of the year from the Richmond (Virginia) Joint Engineers' Council, Distinguished Alumnus award from Old Dominion University, and the Secretary's Certificate of Recognition from Secretary of State, Madeleine Albright for his efforts after the bombing of the U.S. Embassy in Tanzania. Mike has been published twice in CE News Magazine and has been a contributor to industry newsletters, including PSMJ.

Mike received his BS in Mechanical Engineering from Old Dominion University, his MBA from the University of Richmond, and is currently a Ph.D. candidate at Regent University focusing on Organizational Leadership.



# CONFERENCE SPEAKERS



**Kristi Weierback, Ph.D., SPHR  
SHRM-SCP**

**Managing Director, Workforce  
Advisory  
Stambaugh Ness**

Kristi focuses her extensive expertise on helping clients design a workforce that is not only prepared for the future, but one that leverages disruption to thrive and succeed. Weaving together a unique blend of anticipatory tools and insights with practical solutions, Kristi provides clients with an organizational architecture that empowers them for the NextGen.

Applying deep workforce knowledge, Kristi helps companies overcome challenges by providing strategic direction, implementing and improving policies and procedures, and skillfully turning human capital management into a competitive advantage.

Kristi received a Ph.D. in Organizational Management with a specialization in Human Resources from Capella University, complemented by an MBA in Business from Capital College at The Pennsylvania State University. Her collegiate journey began with a Bachelor of Science degree in Accounting, also attained from Capital College at The Pennsylvania State University.

Kristi brings a wealth of expertise to the table as a Senior Professional in Human Resources certified by the HR Certification Institute. Additionally, she also holds a designation of SHRM Senior Certified Professional from the Society for Human Resource Management. Kristi's proficiency extends to payroll management with a certification as a Fundamental Payroll Certified professional by the American Payroll Association. Kristi is an active blogger and frequent presenter on workforce-related topics.





# CONFERENCE SPONSORSHIPS

## Presenting Sponsor: \$2750 (1 Available)

Support ACEC Virginia and the engineering industry as the exclusive Presenting Sponsor of the Annual Summer Conference.

- Registration Bag with company logo
- Welcome attendees to the conference during morning remarks
- Event signage with company name and logo
- Company materials included in the welcome packet for attendees
- Recognition on main presentation screens at the conference
- Company logo featured on the conference registration page and main page of ACEC Virginia website
- (3) Social media posts with your company logo and links/tags to your social media pages/website.
- (1) Complimentary registration to the conference

## Chairman's Reception/Board Installation Dinner: \$1750 (1 Available)

Honor and celebrate our ACEC Virginia Chairman and new Board during an evening of merriment, awards, and toasting to the past year.

- Welcome attendees to the dinner
- Recognition with event signage throughout the dinner
- Recognition on main presentation screens at the dinner and conference
- Custom logo cookie at the place setting for each guest
- Company materials included in the welcome packet for attendees.
- Company logo featured on the conference registration page and main page of ACEC Virginia



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# CONFERENCE SPONSORSHIPS

## Board Lunch Sponsor: \$1250 (1 Available)

- Event signage at lunch
- Notepad and pen with company logo/name on each setting
- Company materials included in the welcome packet for attendees

## Aloha Summer Welcome Party: \$750 (4 Available)

Your firm will be the official greeter to welcome guests to Hilton Virginia Beach! Welcome guests with leis, network, and enjoy this themed evening of fun.

- Recognition with event signage throughout the Summer Party
- Recognition on main presentation screens at the conference
- Choice of custom cocktail napkins or koozies at the bar/beverage stations

## Educational Sessions: \$1000 SOLD

Support the educational sessions with our featured presentation speakers.

- Recognition on main presentation screens at the conference
- Event signage at the event
- 1-minute marketing/promo video played at the beginning of the session

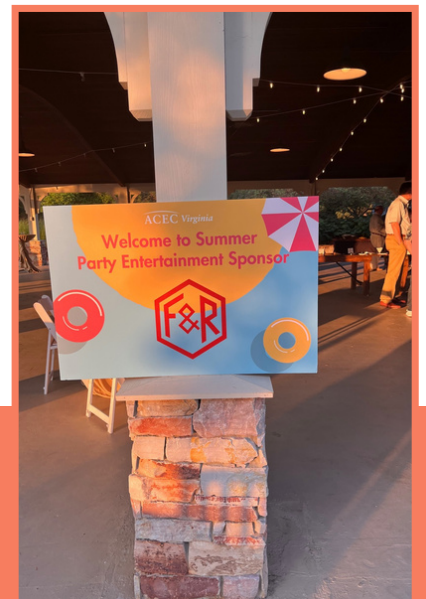
## Breakfast/Coffee Sponsor: \$1000 (1 Available)

Keep our attendees hydrated, fueled, and energized!

- Recognition on main presentation screens at the conference
- Signage at the coffee break area
- Custom company logo coffee cups at the break area



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# CONFERENCE SPONSORSHIPS

## Pool Towel Sponsor, \$1250

Each attendee will receive a custom logo beach/pool towel.

## Reusable Water Bottle Sponsor, \$1000

Each attendee will receive custom reusable water to be included in the attendee swag bag.

## Attendee Badge Lanyard Sponsor, \$750

Each attendee will receive a lanyard at registration with your firm logo/name.

## Sunscreen Sponsor, \$750

Each attendee will receive a custom travel-size bottle of sunscreen to be included in the attendee swag bag.

## Sunglasses Sponsor, \$750

Each attendee will receive sunglasses with your firm logo.

# SILENT AUCTION DONATIONS

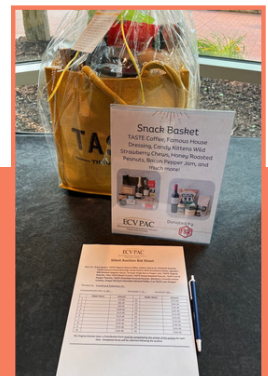
Donate today to the 2024 Annual Summer Conference Silent Auction in support of the ECV PAC. Items can include getaways, fun activities, golf packages, merchandise, professional services, sporting tickets, and much more! Email Marchelle Albertson, [malbertson@acecva.org](mailto:malbertson@acecva.org) with any questions or complete the donation form.

[Silent Auction Personal Donation Form](#)

[Silent Auction Business Donation Form](#)



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# CONFERENCE REGISTRATION

**ACEC Virginia Member Registration, \$700**

Multiples (3 or more) from a firm 10% off

**ACEC Virginia NextGen Registration, \$575**

**Guest Registration (includes socials and dinner), \$350**

**Child Registration, Under 12 (includes socials and dinner), \$50**

**Child Registration, 12-17 (includes socials and dinner) \$100**

**Non-Member Registration, \$1400**

**2023-2024 Emerging Leadership Program Participants  
(ELI)**

Included in your ELI registration (click on this registration type online)

**\*\*No refunds after June 11th, 2024. Transfer registrations are allowed.**



# HILTON VIRGINIA BEACH OCEANFRONT

- 1 King Bed Superior Room Cityview - \$229.00
- 2 Double Beds Superior Cityview - \$229.00
- 2 Double Beds Superior Partial Oceanview - \$249.00
- Reservation Web-link: [Hilton Virginia Beach Online Booking](#)
- Group Code: ACEC
- Cut-off Date: Thursday, May 23rd
- Cancellation Policy: 72 Hours prior to the date of arrival
- Group rates are available three days prior to the meeting start date of 6/20/2024 based on hotel availability. Limited reduced hotel rates of \$329 (city view) & \$359 (ocean view) for those wishing to stay Friday or Saturday.

