

1/2 day AEC Industry Seminar

# Batter up!



Is your team ready?

## Growth

## In

## Today's

## Economy

What are the hot firms in the Architectural, Engineering and Construction industry doing to stay on top? This ballpark seminar will build your confidence and provide you time to step back and focus on how to:

- **LEAD YOUR TEAM WITH CONFIDENCE:** Understand the best practices of successful firms and how they can work for your company
- **BE THE BEST MANAGER:** Motivate and inspire your team by using their natural skills and abilities
- **USE YOUR COACHES WISELY:** Build leadership within your firm
- **SCOUT YOUR COMPETITION:** Recognize and thrive on challenges to sustainability
- **PROVIDE YOUR PLAYERS THE BEST TOOLS:** Take away strategies and ideas you can use immediately to build and grow a winning team

**WHEN:** 8 a.m.—1:30 p.m., Thursday, September 25

**WHERE:** Sovereign Bank Stadium, York, PA

**PRESENTERS:** John Doehring of ZweigWhite and Scott Hursh of Stambaugh Ness, PC

**WHO WILL ATTEND:** The best and the brightest in the AEC industry, including: owners • presidents • CEOs • principals • partners • COOs • CFOs • division managers • vice presidents of marketing • business development marketing directors • CIOs • vice presidents of information systems



Register  
Now!

# Topics

## How YOUR Team Can Beat The Odds

**John Doehring, Senior Vice President, ZweigWhite**

It is hard to look anywhere these days without seeing evidence of it. The housing market is seeing its biggest decline in years and some indications point to a ripple effect in other key markets. Project funding is down, costs are up, and clients are rethinking, postponing, and even cancelling projects. According to ZweigWhite's 2008 AEC Industry Outlook, nearly two-thirds of the AEC firm leaders surveyed believe that the overall U.S. economy in 2008 will end up either about the same or in somewhat worse shape than it was in 2007.

Despite these signs of a slowing economy, many AEC firms are doing quite well and the most successful firms are aggressively looking for ways to grow and strengthen their competitive position. In this intensive session, participants will take away key strategies and ideas on points from project management to business development to grooming the next generation of leadership that successful firms, including some of the fastest growing firms that have earned ZweigWhite's coveted Hot Firm honor, are leveraging today to secure long-term sustainable growth.

## Achieving Excellence in Organizational Performance

**M. Scott Hursh, CPA, CCIFP®, Stockholder, Stambaugh Ness**

The “Executive Scorecard” has been the driving force in the alignment of talent at Stambaugh Ness, PC, a CPA/Business Consulting firm that serves the Central Pennsylvania and Northern Maryland regions. Mr. Hursh will explain the internal business process of aligning talent to achieve the strategic objectives of an organization via a customized Executive Scorecard. The Scorecard process will create clear performance expectations for owners and employees and identify the key metrics that will define success. The Scorecard can drive excellence in many aspects of your business, including management, business and niche development, client service, staff development, and internal processes. And — at the end of the day — you’ll have the Scorecard to guide you in rewarding top owner and employee performance.

The Executive Scorecard has been featured in both the *Journal of Accountancy* and in *Law Office Management & Administration Report*. It was also the highest-rated practice management suggestion from a roundup of national best practices offered at a CPA industry management summit. The Executive Scorecard was previously presented to The Accounting Firm Partner Compensation Forum in Las Vegas and to the Association of Accounting Marketers (AAM) and to AAM’s Philadelphia Chapter. It was also presented at a regional seminar hosted for attorneys.



# Meet the Presenters



John Doehring, ZweigWhite Principal  
Senior Vice President

John Doehring is Senior Vice President of ZweigWhite's Advisory Services group. John advises A/E/C and Environmental consulting clients on creating and executing strategic business plans, developing new business prospects, enhancing sales and marketing effectiveness, and improving organizational performance.

Prior to joining ZweigWhite, John was Vice President of Development and Chief Marketing Officer at Geologic Services Corporation (GSC) – and subsequently GSC|Kleinfelder, Inc. – where he coordinated the company's strategic business development and growth efforts.

John holds an MBA with an emphasis in Management and Marketing from New York University's Stern School of Business, and a B.S. in Geology and a B.A. in Biology from the University of Texas at Austin.

*ZweigWhite provides the business insight and expertise that helps Architecture, Engineering, and Construction firms reach their potential. ZweigWhite was founded in the 1980s by management guru Mark Zweig, a pioneer in the improvement of business practice in professional service industries. Today, with offices in Boston, Chicago, Washington, and San Francisco, ZweigWhite is the largest, most diverse organization devoted exclusively to serving the business information needs of design and construction firms.*

*ZweigWhite products and services include print and online magazines, market research reports, benchmarking and competitive data, newsletters and news services, management education programs, conferences and expositions, and advisory services in many diverse areas.*



M. Scott Hursh, CPA, CCIFP®  
Managing Partner, Architectural, Engineering and Construction (AEC) Group  
Stambaugh Ness

M. Scott Hursh has been a practicing accountant since 1979 and a shareholder since 1987. He is the manager of the firm's Architectural, Engineering, and Construction (AEC) Industry Group. He has demonstrated his knowledge in nine content areas to become the first of only several Certified Construction Industry Financial Professionals (CCIFP®) in Pennsylvania.

Scott earned his BS degree in Accounting from West Chester University. He is active in a number of trade organizations including the American Council of Engineering Companies of PA (ACEC/PA) (CFO Roundtable and Business Practices committees), the Construction Finance Management Association, the Keystone Chapter of the Associated Builders and Contractors, Inc. (ABC), and the American Subcontractors Association (ASA).

Scott was named Outstanding Chapter Member for the Year 2000 by the ASA of Central Pennsylvania, Inc., of which he is a past president. He is also a member of the American and Pennsylvania Institutes of Certified Public Accountants. He has presented many times for local and national events.

*Stambaugh Ness, PC, a regional CPA/Business Consulting firm, serves the Central Pennsylvania and Northern Maryland areas. Its long-term service to the AEC Industry is enhanced by its affiliation with Stambaugh Ness Business Solutions, a software and technology services firm. AEC Industry services include: general consulting, including operational and internal control reviews, profit maximization, planning, budgeting and forecasting, and training and supervision of various personnel, assistance with job costing, review and consultation regarding bid spread, contract provision and surety analysis, and technology consultation.*



# Register now



## SOVEREIGN BANK STADIUM

5 Brooks Robinson Way  
York, PA 17401  
(Get directions at [www.yorkrevolution.com](http://www.yorkrevolution.com).)

Home of the York Revolution Professional baseball Team; Member of the Atlantic League of Professional Baseball and owned by Opening Day Partners.

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Groundbreaking—Sept. 29, 2006

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Total Stadium Capacity—7,312

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The Arch Nemesis—The tallest wall in baseball, standing at 37 feet and 8 inches tall

The seminar cost is \$95 per registrant or \$75 each for multiple registrants from the same company. Please register online at [www.stambaugh-ness.com/aec\\_seminar.aspx](http://www.stambaugh-ness.com/aec_seminar.aspx). Call Ruth Snyder with your credit card number at 800-745-8233 or 717-757-6999.

You may also write checks to: Stambaugh Ness and mail with this form to Ruth Snyder, Stambaugh Ness, 2600 Eastern Boulevard, York, PA 17402.

### *Registration Information*

**No. of reservations:**

**Names/Titles of attendees:**

**Company:**

**Address:**

**E-mail(s):**

**Phone:**

| AGENDA:  | TOPIC | TIME               |
|--|-------|--------------------|
| Continental Breakfast  |       | 8:00 - 8:30 a.m.   |
| Session 1 - "How Your Team Can Beat The Odds"                    |       | 8:30-10:00 a.m.    |
| Networking Break   |       | 10:00 - 10:15 a.m. |
| Session 2 - "Achieving Excellence in Organizational Performance" |       | 10:15 - 11:45 a.m. |
| Q&A Session  |       | 11:45 a.m. - Noon  |
| Lunch  |       | Noon - 1:30 p.m.   |



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