

ACEC

AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Ohio
SOUTHWEST REGION

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THE BUSINESS OF ENGINEERING

LOCATION

Cincinnati Marriott North
6189 Muhlhauser Road
West Chester, OH 45069

DATE/TIME

Wednesday, February 1, 2012
Registration - 7:30 am
/ Continental Breakfast
Seminar - 8:00 am to noon
Lunch - 12:15 +/-

COST

ACECO-SW: \$100 each,
Buy 2 get the 3rd free
ACECO Members: \$100 each
Non-Members: \$150 each

PDHs AVAILABLE

4 Hours

RSVP and PAYMENT

Please make reservations no
later than Monday, January
30th by emailing Jake Strem-
mel at jstremmel@hntb.com.

Make checks payable to:
ACECO-SW Region

Mail to:
Mark Rogge, HNTB
720 E. Pete Rose Way
Suite 330
Cincinnati, OH 45202

Payment is due no later than
the day of the seminar.

Special Meeting Announcement Getting Higher Fees in an Ultra-Competitive Market

Too often engineering firms assume that they are getting the most fees possible on their projects and don't make an effort to try for more. PSMJ has found that loyal clients are not as price sensitive as most A/E firms assume. However, if you do not differentiate your services in the marketplace and make yourself more valuable to your clients, higher fees will be hard to get. One thing is for sure, if you don't try to increase your fees, your fees will stay where they are (or decline). So how do you do this in a planned and "safe" way?

This program will give you tried and true strategies that have been used by many A/E firms to get higher fees – even in the post-recession economy. We will address subjects ranging from the mindset of your Principals to the best way to track your fee levels by market. Strengthen your firm and the consulting engineering profession overall by planning to attend.

About our Speaker

Brad Wilson - PSMJ Resources, Inc.

Brad Wilson handles a wide variety of consulting and teaching duties at PSMJ Resources, Inc. He is responsible for advising and training owners and senior managers on the subjects of nancial management, strategic planning, ownership transition, and mergers and acquisitions. Prior to joining PSMJ, Mr. Wilson worked for over 10 years as CFO of Behal Sampson Dietz, Inc. He has a bachelor's degree in Economics from Ohio State University and a combined MBA/Law degree from Capital University. He has been a Certified Management Accountant since 1992.