



American Council of Engineering Companies
Alabama • Arkansas • Louisiana • Mississippi

Deep South Convention 2016

Sandestin Golf and Beach Resort | Destin, Florida | July 21-23, 2016



About Our Program

Join with owners and key principals from premiere consulting engineering companies from across the Deep Southern States of Alabama, Arkansas, Louisiana and Mississippi for the ACEC Deep South annual convention and exhibitor's trade show to be held at Sandestin Golf and Beach Resort, located on the Emerald Coast of the Gulf of Mexico, in Destin, Florida.

Although economic conditions in the Deep South improve, most firms continue to struggle with improving profits, personnel and succession planning. This year's convention programming is designed to provide topics, networking and more to improve business operations.

Join Us. Come, get away. Bring your family. Find your place in the sun. Join with your peers for profitable return.

American Council of Engineering Companies of Mississippi
3900 Lakeland Drive, Suite 201 | Flowood, MS 39232 | P. (601) 420-2002 F. (601) 420-2315 | staff@acecms.org



American Council of Engineering Companies
Alabama • Arkansas • Louisiana • Mississippi

Deep South Convention 2016

Sandestin Golf and Beach Resort | Destin, Florida | July 21-23, 2016

Sandestin Housing Information

Group Code 23D3NP

Sandestin Golf and Beach Resort is the perfect solution for all the right reasons. Unlike a hotel, the exquisite 2,400 acre resort's collection of 1,250 vacation rentals includes studios to 4-bedroom units, condos, homes, villas and penthouses, giving you an enticing array of options. You also have four resort areas to choose from including Beachside, Bayside, Lakeside and the Village stretching from our postcard-perfect beach to tranquil Choctawhatchee Bay.

It gets even better when you consider all the complimentary perks and amenities Sandestin offers, including the use of bicycles, boogie boards, kayaks, tennis, access to our fitness center and our resort-wide tram service. Then there are all the spectacular activities that have made Sandestin so popular including four celebrated championship golf courses, the Village of Baytowne Wharf and our 7-mile strand of powdery white sand beaches. Make your reservation at Sandestin -- and find your place in the sun.

Call 800.320.8115, or book online Sandestin® Group Reservations: <http://www.Sandestin.com/23D3NP.aspx>
Cut-off date for reservations is **June 28, 2016**, after which rooms will be sold on a space-available basis.

Group Accommodations and Rates

A deposit of one night's room rate is required to secure rooms. All room rates quoted **DO NOT** include 12% fees and 11.5% taxes. All requests are subject to availability at time booking request is received. Any other type of accommodation besides what is in your block will vary in cost depending on location. *A minimum stay of 4 nights is required on Beachfront and Luau accommodations. The Grand Complex consists of accommodations in the Grand Sandestin®, Lasata, Bahia, and Elation. Deposit is refundable in the event of individual room cancellation, provided notice is received by Sandestin® seven days prior to scheduled arrival date.

Accommodation	Rate	Accommodation	Rate
Beachside 2 Bdrm*	\$ 489.00	Lakeside 4 Bdrm	\$ 449.00
Luau Studio*	\$ 199.00	Village 2 Bdrm	\$ 349.00
Luau 1 Bdrm*	\$ 231.00	LeJardin 3 Bdrm	\$ 479.00
Luau 2 Bdrm*	\$ 359.00	Grand Complex Studio	\$ 207.00
Beachwalk 2 Bdrm	\$ 296.00	Grand Complex 1 Bdrm	\$ 228.00
Bayside 2 Bdrm	\$ 259.00	Grand Complex 2 Bdrm	\$ 332.00
Lakeside 2 or 3 Bdrm	\$ 289.00 or \$379.00	Grand Complex 3 Bdrm	\$ 436.00

ACEC

American Council of Engineering Companies
Alabama • Arkansas • Louisiana • Mississippi

Deep South Convention 2016

Sandestin Golf and Beach Resort | Destin, Florida | July 21-23, 2016



Topics and Speakers

9 Places Your Firm is Losing Profit and How to Find It | Speaker: June R. Jewell, CPA

Creating a Financially Intelligent Culture through Open Book Management | Speaker: Ty Kicklighter

Selling the Professional Services Firm | Speakers: Al Lautenslager and Patrick Neal

Financial Management For The Engineering Firm Owner | Speaker: Mike Baker, CPA, CFP®

Transcending Generation Gaps with Effective Communication | Speaker: Sarah Walpert

ACEC National Update - On the Point for Member Firms | Speaker: Steve Hall

Convention Speakers



JUNE R. JEWELL

June R. Jewell has over 28 years of business management software consulting experience, and unsurpassed knowledge of the industry. She is the original founder and current strategic advisor of Acuity Business Solutions, a consulting firm that works with project-based professional services firms to support business profitability through web-based enterprise management technology. June has worked with hundreds of business owners to help them improve their processes, and give them the tools they need to be able to hold their employees and managers accountable to increase profitability. Her clientele ranges from government contractors, to architecture, engineering, environmental, and management consulting firms across the United States. As a speaker, June reveals how to develop successful competitive business strategies based on the creative application of leading-edge technologies. Past business events include industry-related organizations, including ACEC, AIA, SMPS, NVTC, Zweig White, MRA, CREW, and Deltek Insight. Her popular business blog covers innovative business ideas on business leadership, project management processes, and improving operational efficiencies. She is the author of the book, *Find the Lost Dollars: Six Steps to Increase Profits in Architecture, Engineering, and Environmental Firms*. She is also the co-author of *Selecting Time, Billing, and Job Accounting Software*.

PATRICK NEAL

Patrick is the Co-Managing Partner at Stonemill Partners working with architects and engineers across the country. He started Stonemill Partners, Inc. in 2006 to help professional service firm owners and partners achieve their goals of growth by acquiring or by selling their firms. This was after a successful career advising on mergers and acquisitions in the financial services industry. Stonemill Partners has represented over 100 firms in successfully transitioning their firm since 2011. Patrick also is a former business owner, who sold his firm and is now helping others do what he did successfully with his sale. Patrick has successfully grown Stonemill Partners from their one office in Atlanta to 4 offices across the U.S.

AL LAUTENSLAGER

Al is the Co-Managing Partner at Stonemill Partners, a mergers & acquisitions advisory firm for architectural firms. Al has been a business owner, a marketing consultant, a published best-selling author 6 times over, avid speaker and entrepreneur. Al has a background of merger and acquisition activity in the franchise market as well as professional services, small to mid-size businesses of all types.

TY KICKLIGHTER



Prior to Kicklighter Group, Ty spent 15 years on his way from entry level engineer to project manager to CFO of a market leading engineering firm. This combination of project design and delivery experience and responsibility for the financial well being of a company has driven the desire to continually look for ways to involve, educate and motivate employees at all levels to creating financially healthy and sustainable companies. Ty received a Master of Business Administration from Samford University and a Bachelors of Science in Civil Engineering from Georgia Tech.

MIKE BAKER



Mike Baker has served as Managing Partner at Dent Moses since 2012. He joined the firm in 1989 and became a partner in 1997. His practice is concentrated in the area of taxation and general business consulting, and he heads the firm's legal and engineering segments. A CPA, Mike is also a Certified Financial Planner (CFP) with Series 7 and Series 63 licenses from the National Association of Securities Dealers. He is a member of the American Institute of CPAs (AICPA), the Alabama Society of CPAs (ASCPA) and the Financial Planning Institute (FPA). Additionally, he serves as Chairman of the UAB Accounting Advisory Board and is involved with Samford University's Brock School of Business. A lifelong resident of Birmingham, Alabama, Mike earned a B.S. in Mechanical Engineering from Auburn University and an accounting equivalency from the University of Alabama at Birmingham.

SARAH WALPERT



As Chief Marketing Officer, Sarah oversees positioning, branding, communications, and strategy for Ingenium clients. By leading the creative process, she works with designers and developers to build brands that last. Sarah is passionate about marketing and speaks regularly at conferences and events; she also directs the Ingenium intern program.



Deep South Convention 2016

Sandestin Golf and Beach Resort | Destin, Florida



Wednesday, July 20 Convention Schedule

3:00 - 5:00 Sandestin Pre-Convene Meeting with ACEC Executive Directors and Staff

Thursday, July 21

12:00 - 5:00 Exhibitor's Trade Show Setup

1:00 - 5:00 Convention Registration

1:00 - 5:00 ACEC/Alabama Executive Committee Meeting

1:00 - 4:00 ACEC/Arkansas Executive Committee Meeting

3:00 - 5:00 ACEC/Louisiana Board of Governor's Meeting

2:30 - 4:00 ACEC/Mississippi Executive Committee Meeting

4:00 - 5:00 ACEC/Mississippi General Membership Meeting

5:30 - 7:00 Opening Deep South Reception & Entertainment with Exhibitors

Friday, July 22

7:30 - 8:30 Networking Breakfast with Trade Show Exhibitors

7:30 - 8:30 Louisiana Past President's Council Meeting

8:30 - 9:45 Opening Session: "9 Places Your Firm is Losing Profit and How to Find It" - June R. Jewell (1.25 PDH)

9:45 - 10:45 Session II: "Creating a Financially Intelligent Culture through Open Book Management - Ty Kicklighter, PE(1.0 PDH)

10:45 - 11:15 Networking Break & Door Prizes with Exhibitors

11:15 - 12:15 Session III: "Selling the Professional Services Firm" - Al Lautenslager and Patrick Neal (1.0 PDH)

12:15 - 1:15 "LA Minimum Standards, Land Surveying"—Steven Loeb (1.0 PDH - LA Licensees)

Saturday, July 23

7:30 - 8:30 Networking Breakfast with Trade Show Exhibitors

8:30 - 9:30 General Session: "Financial Management for the Engineering Firm Owner" - Mike Baker, CPA, CFP® (1.0 PDH)

9:30 - 10:30 Session II: "Transcending Generation Gaps with Effective Communication" - Sarah Walpert (1.0 PDH)

10:30 - 11:00 Networking Break & Door Prizes with Exhibitors

11:00 - 12:00 Session III: "On the Point For Member Firms: ACEC Update" - Steve Hall (1.0 PDH)

11:00 - 1:00 Exhibitor Trade Show Tear Down

12:30 - 5:30 Golf Tournament: Shotgun Start (Tee times TBA—boxed deli lunch included) (Baytowne Course)

6:30 - 7:30 Closing Cocktail Social

7:30 - 9:00 Closing Dinner & Officer's Induction Ceremony

American Council of Engineering Companies of Mississippi

3900 Lakeland Drive, Suite 201 | Flowood, MS 39232 | P. (601) 420-2002 F. (601) 420-2315 | staff@acecms.org



American Council of Engineering Companies
Alabama • Arkansas • Louisiana • Mississippi

Deep South Convention 2016

Sandestin Golf and Beach Resort | Destin, Florida | July 21-23, 2016

Registration & Exhibitor Pricing Information

Early Bird Member Registration, \$675: Price includes: Thursday Deep South Bash; Friday & Saturday Breakfasts; Continuing Educational Sessions; Breaks; Saturday Closing Social & Dinner. After July 1st, \$775.

Early Bird Non-Member Registration, \$775: Price includes: Thursday Deep South Bash; Friday & Saturday Breakfasts; Continuing Educational Sessions; Breaks; Saturday Closing Social & Dinner. After July 1st, \$875.

Spouse/Guest Registration, \$165: Thursday Deep South Bash; Saturday Closing Social & Dinner. After July 1st, \$200

Child Registration (ages 5-16), \$70: Thursday Deep South Bash; Saturday Closing Social & Dinner.

Trade Show Exhibitor Registration, \$925: Price includes: space rental and setup fees; 8'x10' piped and draped booth; skirted table 2 chairs and signage and 2 adult tickets to Thu Deep South Bash; Friday & Saturday Breakfasts; Breaks. After July 1st, \$975.

Registration Form (PLEASE RETURN REGISTRATION TO RESPECTIVE STATES) Amnt Due

Name/Exhibitor: _____	\$ _____
Spouse/Guest/Co-Exhibitor: _____	\$ _____
Child & age: _____	\$ _____
Child & age: _____	\$ _____
Child & age: _____	\$ _____
Child & age: _____	\$ _____
Child & age: _____	\$ _____

State: Alabama Arkansas Louisiana Mississippi Regional **Total Due:** \$ _____

Firm: _____

Billing Address: _____

Phone: _____ Email: _____

Early Bird Registration Deadline: Friday, July 1, 2016

Cancellation Policy: Payment must be received in full by July 8, 2016. Refunds will not be given after this date. You will be billed for your registration if you do not cancel by this date. Substitutes are welcome.

Payment Information

Check Number: _____ Date Rec'd: _____ Staff: _____



Deep South Convention 2016

Sandestin Golf and Beach Resort | Destin, Florida



Please Include this Form With Registration to Register for Ala-Carte Ticketing

Name: _____

Firm: _____

Ala-Carte Tickets	P/P Cost	# Tickets	Amount Due
Thursday Deep South Bash			
Adult	\$65	_____	_____
Child (ages 5-16)	\$25	_____	_____
Friday Buffet Breakfast with Trade Show Exhibitors			
Adult	\$40	_____	_____
Child (ages 5-16)	\$15	_____	_____
Saturday Breakfast with Trade Show Exhibitors			
Adult	\$40	_____	_____
Child (ages 5-16)	\$15	_____	_____
Saturday Closing: Caribbean Social & Dinner			
Adult	\$100	_____	_____
Child (ages 5-16)	\$45	_____	_____
Saturday Golf Tourney (Cart, Greens Fees & Boxed Deli Lunch)			
	\$160	_____	_____
Handicap (s): _____	Total Due: _____		

Cancellation Policy: Payment must be received in full by July 8, 2016. Refunds will not be given after this date. You will be billed for your registration if you do not cancel by this date. Substitutes are welcome.

Payment Information

Check Number: _____ Rec'd date: _____ Staff: _____



American Council of Engineering Companies
Alabama • Arkansas • Louisiana • Mississippi

Deep South Convention 2016

Sandestin Golf and Beach Resort | Destin, Florida | July 21-23, 2016

Sponsorships (please indicate) - Registration Deadline, Friday, July 1, 2016

Sponsors listed on signage & printed materials

- | | |
|--|--|
| <input type="checkbox"/> Sandestin Room Key Card Sponsor - \$3,000 | Full Reg Pkg & 1 comp ticket to Thu and Sat Socials |
| <input type="checkbox"/> Exhibit Hall Sponsor - \$2,500 | Full Reg Pkg & Exclusive Exhibitor Booth |
| <input type="checkbox"/> Thu Deep South Bash Sponsor (2) - \$2,000 | Full Reg Pkg & 1 comp ticket to Deep South Bash |
| <input type="checkbox"/> Thu Deep South Bash Entertainment Sponsor (3) - \$500 | 2 comp tickets to Deep South Bash |
| <input type="checkbox"/> Sat Closing Social (2) - \$1,000 | 1 comp tickets to Closing Social & Dinner |
| <input type="checkbox"/> Sat Closing Dinner (2) - \$2,000 | Full Reg Pkg & 1 comp ticket to Closing Social & Dinner |
| <input type="checkbox"/> Convention Headquarters - \$1,000 | Comp tickets Fri & Sat Breakfasts; <i>lanards furnished by Sponsor</i> |
| <input type="checkbox"/> Continuous Breaks throughout Convention (3) - \$1,000 | 2 Comp tickets to Deep South Bash |
| <input type="checkbox"/> Golf Tourney Boxed Lunches & Prizes (2) - \$1,000 | 1 Comp ticket to Golf Tourney |
| <input type="checkbox"/> Thu Executive Committee Meeting Breaks (4) - \$750 | 2 Comp tickets to Deep South Bash |
| <input type="checkbox"/> Fri Breakfast (3) - \$750 | 2 Comp tickets to Fri Breakfast |
| <input type="checkbox"/> Sat Breakfast (3) - \$750 | 2 Comp tickets to Sat Breakfast |
| <input type="checkbox"/> Meeting Break Door Prizes - \$500 | Exhibitors may donate door prizes |
| <input type="checkbox"/> Golf Hole Sponsor - \$250 | Sponsors listed on signage & printed materials |
| <input type="checkbox"/> Donated Prize (value) \$ _____ | TOTAL DUE: _____ |

Sponsorship Registration Form

State: Alabama Arkansas Louisiana Mississippi Regional

Firm: _____

Name: _____

Billing Address: _____

Phone: _____ Email: _____

Printed Materials Registration Deadline (need logos & payment by): Friday, July 1, 2016

Cancellation Policy: Payment must be received in full by July 8, 2016. Refunds will not be given after this date. You will be billed for your registration if you do not cancel by this date. Substitutes are welcome.

Payment Information

Check Number: _____ Rec'd date: _____ Staff: _____