Connecting Today’s Growth
TO OUR REGION’S FUTURE

Wednesday, March 14, 2012
7:30 a.m. – 5:00 p.m.
LaCentre, Westlake, OH

ENGINEERS: Earn up to 6 CPD Hours
ARCHITECTS: May report up to 6 Clock Hours
60th Annual Design & Construction Conference
Northeast Ohio’s Premier Engineering Conference and Trade Show
Connecting Today’s Growth To Our Region’s Future

Closing Panel Discussion

Panelists:
Keith A. Bennett, P.E., P.S., Stark County Engineer
Joanne Sexton, President, Cambridge Area Chamber of Commerce
Thomas G. Tugend, Deputy Chief- Oil & Gas Program, Ohio Department of Natural Resources

Oil & Natural Gas Development in Ohio
As interest in shale drilling increases in Ohio, our panel will explore the impact this activity will have on the engineering and technical industry. The infrastructure needs will be vast as oil and gas resources are developed; straining roads, pipelines, waste management and water resources. Economic development opportunities will be realized – as of April 2011, 218,200 Pennsylvanians were employed in shale related industries, with 72,000 new hires between fourth quarter 2009 and first quarter 2011.

ODNR’s Division of Mineral Resources Management is responsible for regulating all aspects of oil and gas drilling. Tugend will discuss current drilling regulations that will guide responsible and environmentally sensitive economic development. Bennett will share insight as to how Stark County continues to address the industry’s sudden growth. His office struggles with issues such as retrofitting roads that were designed only to get people to and from their homes, not to handle hundreds of truckloads of material each day. And Sexton will explore the economic development opportunities and challenges her region (Cambridge Ohio) faces: from support industries; such as auto dealerships, truck repair shops, entertainment needs to the need for more motels, stores and restaurants.

TRACK 1
Investing in Infrastructure

ODOT Update
Allen Biehl, PE, Deputy Director, District 3
Anthony Urankar, Deputy Director, District 4
Myron Pakush, Deputy Director, District 12

TRACK 2
Adding Value with Technology

Using Technology as a Productivity Tool for the Industry Professional
Don Tomoff, Partner, Thornhill Financial, Inc.

TRACK 3
The Cost of Growth

Risk Management & Bonding Update
Mark L. Rader, CPCU, AFSB, Surety Practice Leader, Oswald Companies
Paula M. Selvaggio, RPLU, Senior Vice President – Construction & E Industry Segment Leader, Oswald Companies

TRACK 4
BIM & IPD

Win-Win Contracts: A Discussion of Contracting for Integrated Project Delivery & Building Information Modeling
Henry I. Reder, AIA, Esq.
Henry I. Reder, LLC

10:15 - 11:00 am

1:25 - 2:10 pm

RTA Update
Michael Schipper, PE, Deputy General Manager, Engineering & Project Management, Greater Cleveland Regional Transit Authority

UFAD: Underfloor Air Distribution Systems
Evan Hammersmith, PE, LEED AP, Project Engineer, Karpinski Engineering; Ray Hoon, PE, Associate, Karpinski Engineering; Tim Krzywicki, PE, LEED AP, Mechanical Project Engineer, TEC, Inc.; Rob Laneve, Director of Engineering, Air Control Products, Inc.

Funding Growth: A Developer’s Perspective
Ryan P. Sommers, CPA, Flats East Bank Development Finance Manager, Fairmount Properties

MEP Coordination & Integrated Project Delivery
Murray Hestley, Vice President of BIM and Virtual Design & Construction, Whiting-Turner

2:40 to 3:25 pm

Akron Water & Sewer
David Haywood, Program Manager, AECOM; Jim Andrew Hewitt, PE, Acting Public Utilities Bureau Manager, City of Akron

3D Laser Scanning in Design & Construction
Len Horowitz, Senior Account Executive, IMAGInIT Technologies, Mark B. Skellenger, PE, Vice President, KS Associates

How Banks are Evaluating Projects in Today’s Economy
Speaker to be Determined

The Use of Technology in the Field
Murray Hestley, Vice President of BIM and Virtual Design & Construction, Whiting-Turner

For more information and for session abstracts, visit www.cesnet.org
Lakefront Sponsor .......................................................... $3,000
- Company logo on front page of program and on all promotional materials
- Opportunity to introduce lunch keynote speaker
- 6 full-day conference registrations
- Reserved table w/sign for lunch
- One 8’ x 10’ exhibit space in prime location including time at the demo stage
- Signage at the event
- Conference bag with company logo (exclusive) and opportunity to include materials
- Full-page company profile in the inside cover of the conference program

Riverside Sponsor .......................................................... $2,000
- Prominent placement of company logo in all promotional materials
- 4 full-day conference registrations
- One 8’ x 10’ exhibit space
- Signage at the event
- One-half page company profile in the conference program
- Opportunity to announce a Hall of Fame or Excellence in Design Award winner & present award

Cityscape Sponsor .......................................................... $1,000
- Company logo in all promotional materials
- 2 full-day conference registrations
- One 8’ x 10’ exhibit space
- Signage at the event
- Quarter page (100-150 word) company profile in the conference program

General Sponsor .......................................................... $500
- One full-day conference registration
- 50 word company profile in the conference program
- Signage at the event

Beverage Break Sponsor .............................................. $500
- Company logo displayed at all beverage stations
- 50 word company profile in conference program

Breakfast Sponsor ..................................................... $300
- Recognition at opening session
- Signage at breakfast
- Recognition in conference program

1. CES must receive logos by Friday, February 24, 2012 to be included in the program and on signage.
2. Continuing Professional Development certificates will be available upon request. Please indicate on the sign-up form. Registrants must attend all sessions in order to receive a certificate. CES will donate unused sponsor tickets to area engineering students.
3. CES must receive company profile by Friday, February 24, 2012 to be included in the program.

Get Even More Attention!
Upgrade your exhibit experience by showcasing your product or service at the demonstration stage.

Standard Exhibitor Package Includes
- One 8’ x 10’ exhibit space (displays larger than 10 ft. are not allowed)
- One 6’ skirted table
- Two chairs
- Two full-day conference registrations
- One wastebasket
- Security
- Standard power

Demo Stage Package ALSO includes
- 15 minutes at the demonstration stage, located on the floor of the exhibit area
- Premium signage
- Listing in the conference schedule of events

Attendees
- Your exhibit comes with two full-day conference registrations.
- Please reply with the two names to contactces@cesnet.org or call 216.361.3100 with the information. Due date: March 7, 2012.
- Printed name tags will be provided for you at the door if names are provided in advance.

Description in Booklet
- You will receive a 75-100 word profile that will appear in the conference program.
- Deadline for receipt is February 24, 2012 to appear in the conference program.
- Profiles received after February 24, 2012 may not be included in the program.

Brochures
- If you would like extra copies or would like us to email to your customers, please notify us at contactces@cesnet.org or by calling 216.361.3100.

Cost
Standard Package, CES Member*: $700
Standard Package, Non-Member: $750
Demo Stage: $1000

*Members of conference co-sponsoring organizations are entitled to member rates.
Three Registration Packages to Choose From!

Full Conference Package
- All Sessions
- Continental Breakfast
- Lunch
- Trade Show
6 CPD HOURS

Morning Package
- Continental Breakfast
- Excellence in Design Award Presentation
- Opening Keynote
- Trade Show
1 CPD HOUR

Lunch Package
- Lunch
- Hall of Fame Awards Presentation
- Lunch Keynote
- Trade Show
1 CPD HOUR

In order to receive the member rate, you must belong to one of the following organization(s). Please indicate the organization(s) you are a member of:

- CES – Cleveland Engineering Society
- AIA Cleveland (American Institute of Architects)
- ACI, NEO Chapter (American Concrete Institute)
- ASCE, Cleveland Section (American Society of Civil Engineers)
- The Builders Exchange
- CEA (Construction Employers Association)
- CSI, Cleveland Chapter (Construction Specification Institute)
- CTSC (Cleveland Technical Societies Council)
- IEEE, Cleveland Section (Institute of Electrical & Electronic Engineers)
- NAWIC (National Association of Women in Construction)
- NEO NSBE-AE (National Society of Black Engineers)
- NEO USGBC (U.S. Green Building Coalition)
- OCA (Ohio Contractors Association)
- SMPS, NEO Chapter (Society for Marketing Professional Services)

We would like a print ad in the conference program:
Full Page (7-1/2” W x 9-3/4” H) $300
Half Page (7-1/2” W x 4-3/4” H) $250
Quarter Page (3-3/4” W x 4-3/4” H) $150
Business Card Ad (3-1/2” W x 2” H) $75

Please submit artwork in JPEG, GIF, TIF or PDF format by Friday, February 25 via e-mail to lmarlow@cesnet.org. Program will be printed in black and white.

Total Amount Enclosed: $__

Sponsorship & Exhibitor Opportunities
- Lakefront Sponsor $3000 (6 registrants) *
- Riverside Sponsor $2000 (4 registrants) *
- Cityscape Sponsor $1000 (2 registrants) *
- Demo Stage Exhibitor Package $1000 (2 registrants) *
- Standard Exhibitor Package $700/$750 (2 registrants) *
- General Sponsor $500 (1 registrant) *
- Beverage Break Sponsor $500
- Breakfast Sponsor $300

*Please provide names of registrants below

www.cesnet.org