

**CLEVELAND  
ENGINEERING  
SOCIETY**

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Cleveland, OH 44113

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**ENGINEERS:**  
Earn up to  
6 CPD Hours

**ARCHITECTS:**  
May report up to  
6 Clock Hours

*60th Annual* **DESIGN & CONSTRUCTION CONFERENCE**

# Connecting Today's Growth TO OUR REGION'S FUTURE

**Wednesday, March 14, 2012**

7:30 a.m. – 5:00 p.m.

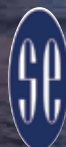
LaCentre, Westlake, OH

↑ **PI DAY**

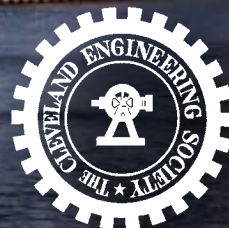
**EARN UP TO  
6 CPD  
HOURS!**

*60th Annual*  
**DESIGN & CONSTRUCTION  
CONFERENCE**

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# 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

### Oil & Natural Gas Development in Ohio

**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

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.



KEYNOTE SPEAKERS

TRACK 1 Investing in Infrastructure	TRACK 2 Adding Value with Technology	TRACK 3 The Cost of Growth	TRACK 4 BIM & IPD
<b>10:15 - 11:00 am</b>			
<b>ODOT Update</b> <b>Allen Biehl, PE,</b> <i>Deputy Director, District 3</i> <b>Anthony Urankar,</b> <i>Deputy Director, District 4</i> <b>Myron Pakush,</b> <i>Deputy Director, District 12</i>	<b>Using Technology as a Productivity Tool for the Industry Professional</b> <b>Don Tomoff, Partner,</b> <i>Thornhill Financial, Inc.</i>	<b>Risk Management &amp; Bonding Update</b> <b>Mark L. Rader, CPCU, AFSB, Surety Practice Leader,</b> Oswald Companies <b>Paula M. Selvaggio, RPLU, Senior Vice President – Construction A&amp;E Industry Segment Leader,</b> Oswald Companies	<b>Win-Win Contracts: A Discussion of Contracting for Integrated Project Delivery &amp; Building Information Modeling</b> <b>Henry I. Reder, AIA, Esq.</b> Henry I. Reder, LLC
<b>1:25 - 2:10 pm</b>			
<b>RTA Update</b> <b>Michael Schipper, PE,</b> <i>Deputy General Manager, Engineering &amp; Project Management, Greater Cleveland Regional Transit Authority</i>	<b>UFAD: Underfloor Air Distribution Systems</b> <b>Evan Hammersmith, PE, LEED AP,</b> <i>Project Engineer, Karpinski Engineering; Ray Hoon, PE,</i> <i>Associate, Karpinski Engineering;</i> <b>Tim Krzywicki, PE, LEED AP,</b> <i>Mechanical Project Engineer, TEC, Inc.; Rob Laneve, Director of Engi- neering, Air Control Products, Inc.</i>	<b>Funding Growth: A Developer's Perspective</b> <b>Ryan P. Sommers, CPA, Flats East Bank Development Finance Manager,</b> Fairmount Properties	<b>MEP Coordination &amp; Integrated Project Delivery</b> <b>Murray Hestley, Vice President of BIM and Virtual Design &amp; Construction, Whiting-Turner</b>
<b>2:40 to 3:25 pm</b>			
<b>Akron Water &amp; Sewer</b> <b>David Haywood, Program Manager,</b> AECOM; <b>Jim Andrew Hewitt, PE,</b> <i>Acting Public Utilities Bureau Manager, City of Akron</i>	<b>3D Laser Scanning in Design &amp; Construction</b> <b>Len Horowitz, Senior Account Executive, IMAGINiT Technologies,</b> <b>Mark B. Skellenger, PE,</b> <i>Vice President, KS Associates</i>	<b>How Banks are Evaluating Projects in Today's Economy</b> Speaker to be Determined	<b>The Use of Technology in the Field</b> <b>Murray Hestley, Vice President of BIM and Virtual Design &amp; Construction, Whiting-Turner</b>

BREAKOUT SESSIONS

**Lakefront Sponsor ..... \$3,000**

- Company logo on front page of program and on all promotional materials<sup>1</sup>
- Opportunity to introduce lunch keynote speaker
- 6 full-day conference registrations<sup>2</sup>
- 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<sup>1</sup>
- Conference bag with company logo (exclusive) and opportunity to include materials
- Full-page company profile in the inside cover of the conference program<sup>3</sup>

**Riverside Sponsor ..... \$2,000**

- Prominent placement of company logo in all promotional materials<sup>1</sup>
- 4 full-day conference registrations<sup>2</sup>
- One 8' x 10' exhibit space
- Signage at the event<sup>1</sup>
- One-half page company profile in the conference program<sup>3</sup>
- 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<sup>1</sup>
- 2 full-day conference registrations<sup>2</sup>
- One 8' x 10' exhibit space
- Signage at the event
- Quarter page (100-150 word) company profile in the conference program<sup>3</sup>

**General Sponsor ..... \$500**

- One full-day conference registration<sup>2</sup>
- 50 word company profile in the conference program<sup>3</sup>
- Signage at the event<sup>1</sup>

**Beverage Break Sponsor ..... \$500**

- Company logo displayed at all beverage stations<sup>1</sup>
- 50 word company profile in conference program<sup>3</sup>

**Breakfast Sponsor ..... \$300**

- Recognition at opening session
- Signage at breakfast<sup>1</sup>
- Recognition in conference program<sup>1</sup>

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.

[www.cesnet.org](http://www.cesnet.org)



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**CO-SPONSORS:**



AIA CLEVELAND



**Society for Marketing  
Professional Services  
Northeast Ohio**



**American Concrete Institute®**  
Advancing concrete knowledge

**MEDIA SPONSOR:**



Members of Co-Sponsoring Organizations Attend the Conference at the CES Member Rate!

**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](mailto: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](mailto: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.*

# REGISTRATION

Please make  
reservations by  
**Wednesday,  
March 7, 2012**

Please Send Form & Payment:  
**By Mail**  
Cleveland Engineering Society  
3500 Lorain Ave. • Ste. 502  
Cleveland, OH 44113

**By Fax**  
(216) 361-1660

**Or Register Online at**  
www.cesnet.org

**Email**  
contactces@cesnet.org

\* Last day for cancellations and refund is  
Friday, March 9

\* All payments must be made in advance.

Attend the entire conference and earn 6 CPD hours!

## 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**

NAME & TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

\*CES will provide attendee information to conference exhibitors. This information will not be disseminated or distributed for any other purpose.  If you do not wish to share your information, please indicate by checking the box.

### Conference Costs (Please indicate the number of attendees at each rate)

**Full Conference Registration** – Early Bird rate on or before Friday, February 17

\$110 Member  \$185 Non-member

**Full Conference Registration** – After February 17

\$125 Member  \$200 Non-member

### Not a CES Member? Join & Attend

\$250 (CES Membership active through December 2012)

**Morning Package**  \$45 Member  \$55 Non-member

**Lunch Package**  \$45 Member  \$55 Non-member

**Group Registration** – Register six or more from the same company  
(Must register at the same time, provide names below.)

\$100 Member  \$175 Non-member ( \_\_\_\_\_ # of registrations)

**Table of 8 - Lunch Only**  \$320 Member  \$400 Non-member

**Student Rate**  \$35

### 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) \$500

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 \$2,000 (4 registrants)\*
- Cityscape Sponsor \$1,000 (2 registrants)\*
- Demo Stage Exhibitor Package \$1,000 (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

### Registrants

Please provide contact names and email information for conference registrant(s):

1. \_\_\_\_\_ email: \_\_\_\_\_

CPD Certificate  Vegetarian Lunch

2. \_\_\_\_\_ email: \_\_\_\_\_

CPD Certificate  Vegetarian Lunch

3. \_\_\_\_\_ email: \_\_\_\_\_

CPD Certificate  Vegetarian Lunch

4. \_\_\_\_\_ email: \_\_\_\_\_

CPD Certificate  Vegetarian Lunch

5. \_\_\_\_\_ email: \_\_\_\_\_

CPD Certificate  Vegetarian Lunch

6. \_\_\_\_\_ email: \_\_\_\_\_

CPD Certificate  Vegetarian Lunch

### Payment

Please invoice me (payment must be received by March 7, 2012, or your registration is not guaranteed)

Check payable to Cleveland Engineering Society

Visa  American Express  MasterCard

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV code \_\_\_\_\_

Name on card \_\_\_\_\_

Billing address (if different from above)

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Receipt needed?  Yes  No