



BusinessTRAK®

A one-day business essentials workshop for Design Professionals

Friday, September 30, 2016

Lutron Electronics Training Center
2458 Dupont Dr.
Irvine, CA 92612

Register: www.sdaoc.org (Calendar)



According to recent graduates, the #1 topic missing from design and engineering curriculums is...

The dollars and cents of A/E project and firm financial management

Now more than ever, rising architects and engineers need to develop their business skills in addition to their technical skills. This program will guide you through the cycle of Project Delivery and see the key to firm success is: Marketing the Project, Executing the Project in a Profitable Way while managing risk, and, Understanding the financial and business underpinnings that holds the firm together.

SDA's BusinessTRAK® is designed for emerging professionals looking to demonstrate their knowledge in practice management and anyone interested in advancing their career into firm management.

WHO SHOULD ATTEND?

Architects | Engineers | Professionals who want to:

- Learn the nuances of business development and marketing in the A/E industry and the difference between the two.
- Improve their financial management acumen.
- Learn more about the art of project management from a financial perspective.
- Avoid the pitfalls when starting a firm.

LEARNING OBJECTIVES:

A/E professionals who attend SDA's BusinessTRAK program will come away with the following at the end of the day

- Is firm ownership – within your firm or outside –for you?
- Understand why you earn \$37.50/hour and the firm bills you out at \$125/hour and that's not just alright, but good for the firm and you.
- Know why high utilization is good, but not the only piece of the puzzle, and why just high utilization on a team doesn't guarantee profitability. Why we don't just dump hours on a project.
- Understand that the cycle always begins with getting the next project and how to accomplish that.
- Understand the foundations for a successful A/E firm.

The Society for Design Administration (SDA) advances management and administrative professionals in the A/E/C industry through education, networking, and resources in all areas of design firm practice management.

BusinessTRAK Workshop Agenda

8:00 - 8:30

Registration and Continental Breakfast

8:30 - 9:30



Firm Marketing - Develop your Marketing Strategy

In our discussion about Project Marketing, we will highlight key elements of A/E/C marketing practices such as the differences among marketing, public relations, and business development.

Why should a marketing plan always be part of your company's business plan? What's the best way to reach your target client? And why marketing doesn't end with the marketing department.

9:45 - 12:00



Project Management - From a Business Perspective

This session will take you through the life cycle of a project from generating the proposal, negotiation and creating your budget, execution and analysis, and how to use lessons learned to propose on the next project.

Key elements: Calculating bill rates, defining overhead, top-down and bottom-up budgeting, value-based pricing, the benefits of lump-sum and hourly work and when to use each, results analysis of two essential KPIs (Key Performance Indicators)—chargeability and project multiplier.

12:00 - 1:00

Networking Lunch

1:00 - 3:00



Financial Management - Understanding the Numbers

This session will explain the key financial statements, Balance Sheet, Income Statement, and Overhead Statement, and the beyond-the-bottom-line concerns of cash flow. It will also cover key financial and performance indicators (KPIs) to understand the key industry metrics you want to use to compare your firm to the industry.

3:15 - 4:30



Practice Management Business Overview

This session will cover business entities and organizational structures. Why you want a banker and an insurance broker and key banking and insurance concepts – like the difference between general liability and professional liability insurance and why you want to set up a line of credit (and pay it back). The burden of working for the federal government in today's world of regulations.

4:30 - 5:00

Final Wrap Up

Still have questions? Ask away and we'll get them answered!

BusinessTRAK Presenters

Your workshop presenters are recognized A/E/C industry leaders



Stephanie Kirschner, CDFA, President and Founder of SLK Management Solutions, is the Executive Director of the Society for Design Administration. Prior to becoming the SDA National Executive Director in 2012, Stephanie had more than 30 years of progressively responsible experience in the design industry. Stephanie has been part of the leadership team in companies with revenues up to \$10 million through startup, survival, turnaround and growth modes.

Stephanie spent 20 years as a chief financial officer and administrative manager in a variety of industries, including landscape architecture, architecture, engineering and advertising services. Her expertise lies in the areas of human resources, accounting, banking, risk management, and corporate organization. She has experience in all aspects of financial forecasting, resource allocation, accounting and control. Among her significant positions, Stephanie was Vice President of Finance and Administration, and a partner at McGill Smith Punshon, Inc., a Cincinnati-based multi-discipline design firm. She also served as Controller for Northlich, Inc., a Cincinnati based

advertising and public relations firm.

Stephanie is a Certified Design Firm Administrator and an active member of the Society for Design Administration. She serves on both the local and national board of Canstruction®, a nonprofit organization that holds annual design-build competitions to construct giant-sized structures made entirely out of non-perishable food. At the close of the competitions, all of the food used in the structures is donated to the local food banks for distribution to community emergency feeding programs.



A pioneer in the field of professional services marketing **Nancy Egan** heads New Voodoo, a small consultancy that provides marketing strategy, branding, content development, and media relations to the design community.

Nationally recognized for her work on firm culture and identity, in 1993, Nancy joined with Marjanne Pearson and Paul Nakazawa to form a strategic alliance working with the leadership of talent-based organizations to develop strategies for integrated decision making. For many years they have taught an influential course at Harvard's Graduate School of Design through the executive education program.

A frequent lecturer, panelist, and workshop leader on a range of design and marketing topics, she shares her expertise with various organizations including the American Institute of Architects, the Society for Marketing Professional Services, and the Urban Land Institute. She authors articles on real estate, design, and marketing topics for the *Urban Land Magazine* and the *SMPS Marketer* and comments on issues for journals including *Architectural Record* and *Metropolis*. Her recent articles

on design, and marketing topics include: "Small Firms Act Big," "Proactive Strategy," and "Looking Into the Future: Factors That Will Shape Tomorrow's Marketing Department" on marketing strategy, organization, and brand identity.

She attended the University of California, San Diego, where she received both her Bachelor's Degree and a Candidate in Philosophy Degree. She did post-graduate work at the University of Wisconsin, Milwaukee, Center for 20th Century Studies, and at Université de Paris III, The Sorbonne.



Bill Nevell is a marketing, communications, and business development expert who specializes in revenue generation activities for the architectural, engineering, and construction (A/E/C) community. He has over 25 years of experience assisting companies and governmental agencies in planning, development, and implementation of business development and strategic plans.

Bill has been engaged by architects, engineers, developers, contractors, suppliers, manufacturers, governmental groups, economic development agencies, private consultants, and trade organizations to develop successful strategic plans. He has also worked on a number of international programs including the United Nations, the U.S. Department of Commerce, the U.S. Trade & Development Agency, and the Berne Economic Development Agency, Switzerland.

On-Site Program Bonus:
Receive our SDA Business Toolkit

- Industry Key Performance Indicators (KPIs) — How to Calculate and Compare to Industry Benchmarks
- Business Entities — Comparison table of all types (C Corp, S Corp, Limited Liability Co. [LLC] Partnership)
- Sample financial statements — Balance Sheet, Income Statement, Overhead Statement
- Worksheets on top-down and bottom-up budgeting, calculating daily wage rates, average man-hour rates, and overhead

Still Have Questions? Contact Us:
Stephanie Kirschner, CDFA
SDA National Executive Director
Phone: 513.268.5302 ext. 4
E-mail: admin@sdanational.org
www.sdanational.org



Earn up to 7 hours of AIA LUs
and/or 7 PDHs.
SDA is an AIA Registered Provider

WHO WE ARE

For over 50 years, the SDA (Society for Design Administration) has promoted excellence in design firm management through education, and networking. It is the largest organization for managers and administrators in the architectural and engineering industry. SDA membership stretches across the United States and Canada and includes personnel in architecture, engineering, construction, landscape and interior design.



Excellence in
Design Firm Management **SDA**

Conference Details and Registration Information

Travel and Accommodations:

The Lutron Electronics Training Center is conveniently located at 2458 Dupont Dr., Irvine, Calif. (Dupont and Bardeen). Free parking.

Refunds and Cancellations:

Cancellations made more than 15 days before the event will be refunded. Cancellations made fewer than 15 days before the event will not be refunded, however, you may substitute attendees at any time.

Registration:

Register online at www.sdaoc.org (Calendar) or use the registration form below. Click on the calendar link to register and pay using a credit card. If you wish to register online but wish to pay by check, please print out your completed online form to use as an invoice and mail to the address below. To register and pay by check only, please complete the Registration Form below and mail your check to the address indicated.

Registration Form

Name: _____

Position: _____

Firm Name: _____

Address _____

City _____ State _____ Zip Code _____

Email _____

Mail: SDA/OC / Cheryl Mathes
c/o tk1sc
15231 Laguna Canyon Rd., Suite 100
Irvine, CA 92618

Your fee:

- ☐ \$150 Early bird option: Must be paid by September 16, 2016
- ☐ \$175 Regular Registration fee

Fee includes: Seminar, continental breakfast, lunch and snacks