

Live Interactive Web Seminar

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Understanding the Market for Engineering Services in Sustainable Development

THURSDAY, October 9, 2008
12 Noon – 1 pm Eastern Time

PURPOSE AND BACKGROUND

It only takes a quick scan of today's engineering and business journals to realize that the issues surrounding sustainable development are having a significant impact on projects for the built environment. The "green building" movement is not only thriving, but is expanding into other "non-building" facilities such as airport runways, access roads and fuel tanks. Departments of transportation are not just constructing roads, but integrating them into the communities they serve through context-sensitive design. Water shortages are driving the development and application of water recycling and reuse technologies. Wind farms are being installed to meet a growing consumer demand for green power. Concerns over global climate change are intensifying, affecting the design and operation of facilities in both the public and private sectors.

The purpose of this seminar is to explore the dimensions of the market for engineering services in sustainable development and to help engineers develop the skills, processes and tools needed to serve their clients in this emerging field. While the demand for green buildings, wind farms, etc., is creating new project opportunities, these represent just a small fraction of the coming market for engineering services related to sustainability. Understanding the market drivers and the corresponding client needs are essential ingredients for success.

SEMINAR BENEFITS

- Discover a new framework for thinking about the market for sustainable engineering services
- Investigate the three principal market drivers for achieving sustainability
- Understand where engineering companies are positioned on a client's sustainable project "food chain" (at the bottom!), and learn how your company can improve its position
- Learn what processes and tools are needed to participate in this market
- Earn one Professional Development Hour (1 PDH)

SUMMARY OUTLINE

- Five critical issues for engineers and society
- Sustainable engineering services: the market drivers
- Mapping the market: how your clients and competitors are positioned and who has the advantage
- The engineering firm's position on the client's sustainable project "food chain"
- Processes and tools needed to move your company up the "food chain"
- Resources for additional study

Benefits of Live Web Seminars:

- > **Convenient... no travel is required**
- > **Cost-Effective... pay a single site registration fee**
- > **Get real time answers to your questions**
- > **Receive course materials by e-mail prior to the seminar**
- > **View instructor's Power Point slides while he/she is presenting**
- > **Ideal for brown-bag lunch training**

Information/Registration:



SEMINAR INSTRUCTOR

William A. (Bill) Wallace is the Founder and President of the Wallace Futures Group, LLC, an organization which provides consulting services in the areas of policy planning, market and trends analyses, forecasting, and future studies. His specialty areas include environmental management, environmental policy and technology, sustainable development and knowledge management. Bill has over forty years of professional experience, including thirty years in the field of environmental engineering and management. He recently retired from CH2M HILL where for over twenty years he served in a number of senior positions in hazardous waste management, strategic planning, marketing, and new ventures. He also served on CH2M HILL's Board of Directors. Bill started the company's sustainable development practice in the late 1990s which later became a major new policy and source of business for the firm. He also served as CH2M HILL's Liaison Delegate to the World Business Council for Sustainable Development. Bill has written a best-selling book, *Becoming Part of the Solution: The Engineer's Guide to Sustainable Development*, published in February 2005.

Bill Wallace is a member of ASCE's Committee on Sustainability and the Chairman of the International Federation of Consulting Engineers (FIDIC) Sustainable Development Committee. He currently serves as Governing Board Chairman of Engineers Without Borders—USA, an organization of engineering professionals and students who design and deliver projects to meet the infrastructure needs of disadvantaged communities around the world. Bill also serves on the Clarkson University Engineering Advisory Committee, and as a sub-committee Chairman of the American Council of Engineering Companies' (ACEC's) Environmental and Energy Committee.

BENEFITS OF LIVE TELEPHONE/WEB SEMINARS

These online courses use teleconferencing and the Genesys Meeting Center software to make the courses actual live, interactive learning experiences. You will be able to ask the instructor questions and get live real time answers. The instructor will be able to conduct polls to gauge your interest in certain areas and ask you questions as well. You will receive course materials by e-mail prior to the seminar and will be able to view the instructor's Power Point slides during the seminar. These types of online courses have a much higher impact than simply reading material on the web. Live telephone/web seminars offer exceptional convenience and are very cost-effective. No travel is required and the site registration fee allows an unlimited number of participants to attend at each site. In addition, each course participant will earn one Professional Development Hour (PDH) per seminar hour.

SYSTEM REQUIREMENTS FOR PARTICIPANTS

As a participant using the Meeting Center, your computer must meet the following requirements:

Audio: Using a touch-tone telephone.

Web: Microsoft Internet Explorer 6.0, Mozilla Firefox 1.5 for Windows/Mac/Linux, or Safari 2.0 for Macintosh*. Internet connection of minimum 128K.

Pop-up Blockers: All Pop-up blockers must be disabled.

Java: Microsoft Internet Explorer 5.5 with Java script and session cookies enabled.

**Limited support for Windows XP SP1 and Vista. Safari on Windows is not supported*

REGISTER ONLINE NOW! SPACE IS LIMITED!

To register go to: <http://www.asce.org/webinar/list>. For more information call 1-800-548-2723. Please note: Registration for each seminar will be closed three business days prior to the seminar. No cancellations will be accepted if they are received within three business days of a seminar. Late registrations may be accepted if space is available and will be assessed a \$25.00 late registration fee. Your registration will be confirmed by e-mail.

Two business days before the seminar, you will receive a confirmation e-mail with a link to download the course materials, assign in sheet to verify attendance, and detailed information on how to join the meeting; including the phone number you'll need to dial, and meeting number. Please contact the registrar, at webinars@asce.org, no later than 12 noon Eastern Time the day prior to the seminar if you do not receive the confirmation e-mail or for additional information.

CEU'S/PDH'S

ASCE is an IACET-authorized CEU provider and complies with the IACET criteria for awarding CEUs. In addition, ASCE follows NCEES guidelines on continuing professional competency. Since continuing education requirements for P.E. license renewal vary from state to state, ASCE strongly recommends that individuals regularly check with their state registration board(s) on their specific continuing education requirements that affect P.E. licensure and the ability to renew licensure. For details on your state's requirements, please go to: http://www.ncees.org/licensure/licensing_boards/.

REGISTRATION FEES*

UNDERSTANDING THE MARKET FOR ENGINEERING SERVICES IN SUSTAINABLE DEVELOPMENT

THURSDAY, October 9, 2008 / 12 noon – 1 pm Eastern Time

\$249 Member \$299 Non-Member

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