



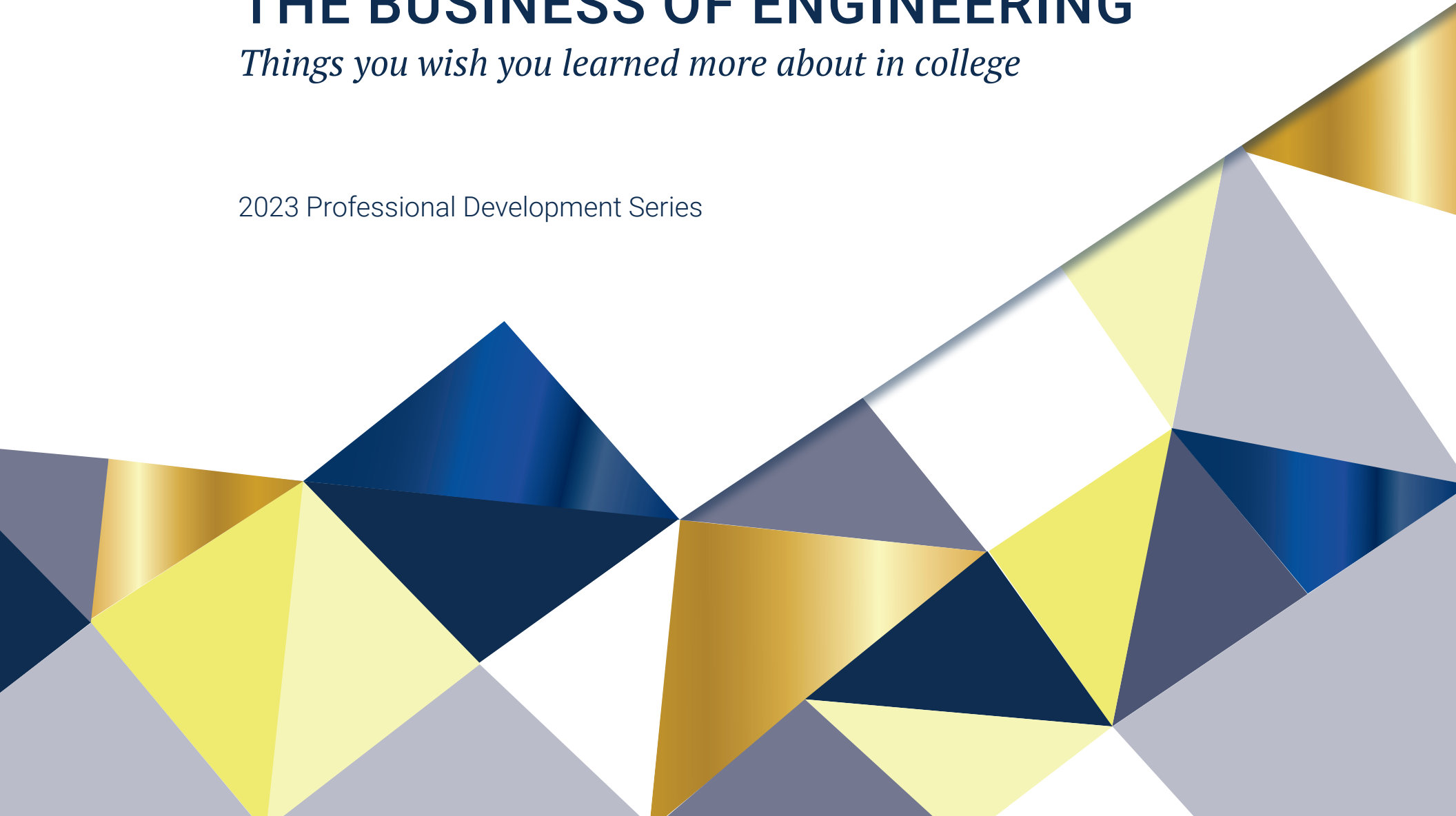
Engineers' Club of Philadelphia

Founded in 1877

THE BUSINESS OF ENGINEERING

Things you wish you learned more about in college

2023 Professional Development Series





Objective

Gain knowledge through a series of professional development seminars focused on non-technical subjects important to the BUSINESS OF ENGINEERING.

Introduction

There is a lot to be learned about the BUSINESS OF ENGINEERING. This professional development series concentrates on subjects outside of the technical realm...topics not really touched upon in engineering school, but pivotal nonetheless to the interworking of Consultant Life. Geared to engineering and non-engineering staff alike, attendees will gain exposure to vital business processes within organizations, and have the chance to gain a better understanding of accounting, marketing, project management, safety, contracts, and presentation skills.

Who should attend?

- Recent Engineering Graduates
- Not-So-Recent Engineering Graduates
- Project Managers
- Accounting Teams
- Administrative Professionals
- Marketing Gurus
- **YOU!**

Costs

- Member and/or employee of sponsor firms of ECP — \$40/session or \$150 entire series (\$50 discount!)
- Non-member — \$50/session or \$200 entire series (\$50 discount!)

Contact

For more information on the series, please contact Patti Gibson at pattigibsonmay2426@gmail.com or (610) 608-6152.



Schedule

Course	Date	Place	Time	Instructor	Eligible Credits
Safety First	May 17, 2023	Zoom	Noon – 1:30 pm	James Porter	1.5 PDH
The Marketing Department is NOT Mean	June 7, 2023	Zoom	Noon – 1:30 pm	Melissa Rysak	1.5 PDH
Project Management 101	June 14, 2023	Zoom	Noon – 1:30 pm	Jeff May	1.5 PDH
The Exciting World of Accounting	July 12, 2023	Zoom	Noon – 1:30 pm	Anthony Vitullo	1.5 PDH
Contracts are Boring... Until They're Not	July 19, 2023	Zoom	Noon – 1:30 pm	Frederick Brehm Michael Zettlemyer	1.5 PDH
Series Graduation – Networking Dinner	July 26, 2023	TBD	5:30–7:30 pm	N/A	N/A



Course & Instructor

Safety First

Jim Porter

Founder & President | Sustainable Operations Solutions, LLC

Course Description

Whether you are in the field or in the office, workplace safety is important and injuries are preventable. This course is designed to communicate an experience-based understanding and approach for the implementation of safety management process guidelines. It will explore, in an actionable format, mutually beneficial ways owners and contractors can work together to identify, reduce, and eliminate at-risk behaviors on projects. It will also demonstrate business-effective ways to build and sustain owner-contractor safety relationships and culture.

Meet the Instructor

Jim Porter's engineering-related career spans more than 55 years. The first 42 years were with the DuPont Company where he was chief engineer and vice president of engineering & operations from 1996 until his retirement in 2008. Today, Jim is the founder and president of Sustainable Operations Solutions, LLC, which provides consulting services to help businesses make significant and sustainable improvements in safety, capital effectiveness, and operations productivity. His technical and leadership experiences include all aspects of project and operations management. Jim holds a BS in chemical engineering from the University of Tennessee in Knoxville. He is secretary of the Engineers' Club of Philadelphia, a member of the National Academy of Construction, and has served as chair for the Construction Industry Institute (CII).

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Course & Instructor

The Marketing Department is NOT Mean

Melissa Rysak, CPSM

Director of Communications & Member Engagement |
International Parking & Mobility Institute

Course Description

Technical staff are pulled in a million different directions. From the need to serve clients to the need to stay billable and manage departmental expectations, the last thing you want is an email from the marketing team saying they need information from you. RIGHT NOW. You try to avoid them...but they lurk..they stalk you...they are just...so mean! But are they? There are a lot of moving parts when it comes to bringing in new business – to selling professional services. This session will explore how you as technical staff can work in harmony with marketing – and vice versa – to achieve win-win outcomes for your organization by working together.

Meet the Instructor

Melissa Rysak, CPSM, has been in marketing, communications, and public relations for more than two decades, having worked as the director of marketing for architectural, engineering, and construction firms over the course of her career. She has managed marketing, proposal, and communications operations with teams of 1–15 members for AEC companies with staff sizes ranging from 20–1,200. Melissa graduated from Widener University with a BS in English. She is a past president of Philadelphia Chapter of the Society of Marketing Professional Services (SMPS) and has served as SMPS National Conference programs chair and chair.

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Course & Instructor

Project Management 101

Jeff May

Project Manager | Burns Engineering, Inc.

Course Description

No matter what your role on a project, there needs to be a path of logical management. We work as a team in this business, and bringing the components of complex, technical work together takes a proven methodology, some style and panache, and a little bit of law and order. Project management is both an approach and a career path. This course will address how to lead a team, build a rapport with clients, control project finances and schedule, and develop new business. Real-life, first-hand experiences from a project manager at a consulting engineering firm will be shared.

Meet the Instructor

Jeff May is a project manager at Burns Engineering, Inc. He has more than 26 years of relevant experience leading projects, collaborating with clients, and organizing multidisciplinary teams. While focusing on the direction of major program management initiatives, Jeff drives the performance of diverse technical specialists to bring about the successful delivery of projects. He builds consensus amongst stakeholders, identifies and overcomes risks, and ensures that quality control and organization are integrated into each task. Jeff holds a BS in electrical engineering from Drexel University.

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Course & Instructor

The Exciting World of Accounting
Anthony Vitullo, CPA, CGMA, MBA, PhD
Chief Financial Officer | Arora Engineers, LLC

Course Description

Engineering is a business. The financials need to be in order. The invoices need to be accurate. The time sheets need to be submitted. The number tracking needs to make sense – and be on target. It is important to have a grasp on what is happening inside the Exciting World of AEC Accounting. In this course, which will be a Q&A format, we will explore the nuances of loaded vs. unload rates, cost plus vs. lump sum jobs, the importance of having an audited overhead statement, the integrity of invoicing, financial forecasting, and mergers and acquisitions. Understanding these and similar accounting subject matter will improve your ability to do your job and grow within your profession.

Meet the Instructor

With over 43 years of financial and management experience in both small companies and large international businesses, Anthony Vitullo is a highly respected leader and advisor, problem solver, strategic partner, and senior management professional with extensive experience in all facets of financial management, planning, organizational structure, team building, and mergers and acquisitions. Tony earned a PhD in business and organizational management from Kennedy Western University, and holds an MBA in business administration from the Haub School of Business at St. Joseph's University. His undergraduate degree is in accounting from St. Joseph's University. Tony is a certified public accountant in Pennsylvania and New Jersey, as well as a chartered global management accountant. He is a member of the American Institute of Certified Public Accountants, the Pennsylvania Institute of CPAs, the New Jersey Society of CPAs, the Greater Philadelphia Senior Executives Group, and the Financial Executives Network Group.

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Course & Instructor

Course Description

Meet the Instructors

Contracts are Boring...Until They're Not

Frederick Brehm, Esq. | Principal | Brehm Nofer & McCarter

Michael Zettlemoyer, Esq. | Principal | Brehm Nofer & McCarter

Contracts are complex legal documents. They set up the parameters of engineering projects and teaming agreements. They are executed to protect the parties involved – in terms of project delivery, budget, staffing, insurance, and a slew of other components. How do you read a contract? What should you search for in a contract? Can a contract be modified? In this course, led by TWO engineer-lawyers, we will explore the importance of reading the fine print, as well as the impacts of failing to do so.

Fred Brehm and Michael Zettlemoyer are co-founders and shareholders at the law firm of Brehm, Nofer, and McCarter. They draw on their engineering and legal backgrounds in their representation of the region's most prominent architectural, engineering, and construction management firms in a variety of legal matters.

Fred serves as the firm's president. He has successfully represented clients in alleged roadway or building design defects matters in numerous state and federal trial and appellate courts as well as alternative dispute forums. These disputes often involve roadway or building failures, environmental contamination, geotechnical problems or land development, survey and site civil engineering issues that can result in project schedule-impacts, catastrophic injury, and death. Before starting his legal career, Fred worked as a civil engineer for more than 10 years on complex highway and bridge construction projects. This practical experience has proved to be extremely valuable in understanding the technological issues that arise every day in his legal practice.

Continued on next page



Meet the Instructors

Continued

Fred earned his J.D. from Temple University's Beasley School of Law. He holds a M.S. in Management from Penn State University and a B.S. in Civil Engineering and Construction Technology from Temple University. He is active in the construction industry and frequently lectures at conferences and seminars hosted by the Penn State Safety Institute, ASCE, ASHE, PSE, ITE and the Engineers' Club of Philadelphia.

Mike's practice focuses on the representation of design professionals across virtually all aspects of the construction process. His cases range from residential construction disputes and slip-and-fall type personal injury claims to \$100 million+ commercial claims involving design defects, construction defects, building collapses, fires, motor vehicle accidents, construction delays, catastrophic personal injury and death. Mike earned his JD from Drexel University School of Law. He holds an MS and BS in civil engineering from the University of Delaware. Before starting his legal career, Mike interned at a series of civil engineering firms and then practiced as a structural engineer, working on design and forensic engineering projects involving new facility design, historic building restoration, and structural system rehabilitation. He is a member of ASCE, the Professional Liability Underwriting Society, the Claims and Litigation Management Alliance, and ACEC/PA.

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