

NEWS



**CONSULTING
ENGINEERS
COUNCIL OF
OREGON**

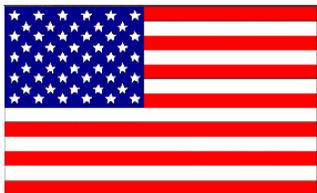
November 2001

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*Member of the
American Council of
Engineering Companies*



HAVE LUNCH WITH JACK ROBERTS WEDNESDAY, NOVEMBER 28TH

The candidate for Governor will speak to CECO members at URS Corporation in the first of a series of candidate meetings

Jack Roberts, a Republican candidate for Governor, is currently serving his second term as Oregon's Commissioner of Labor & Industries. Prior to serving as Labor Commissioner, Roberts was an attorney in private practice in Eugene and served as a Lane County Commissioner for five years, elected as board chair in 1991.

According to Roberts' website, (robertsforgovernor.com) his first priority will be to restore confidence in the ability of state government to carefully and effectively manage tax dollars. . .cutting wasteful spending to improve and better fund schools, colleges and universities, protect our senior citizens, safeguard the lives and property of every citizen, and promote the growth of the private sector economy.

Roberts was raised in Eugene and is a graduate of the University of Oregon and also earned his law degree from the UofO and a masters of law in taxation from the New York School of Law.

Time: 11:45 A.M. to 1:00 P.M.

Where: URS Corporation, 111 SW Columbia, Suite 900, Portland

Cost: FREE! Box lunches will be provided. Please return the form below so we have an accurate count for lunch.

To attend, please fill out the form below and return to CECO by Mon., Nov. 26th.

*Thank you to URS Corporation
for hosting this event!*

**Yes! Sign me up to hear Jack Roberts and reserve a box lunch for me. (No charge.)
WHEN: Wed., Nov. 28, 11:45 A.M., URS Corp., 111 SW Columbia, #900, Portland**

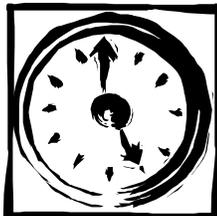
Name: _____ Firm: _____

Phone: _____ Fax: _____

E-mail: _____

I'd like to hear Jack Roberts address the issue(s) of: _____

**Please fax or e-mail your reservation to CECO by Monday, November 26th to:
mwebber@ceco.org or fax to 503/292-2410. Questions? Call 503/292-2348.**

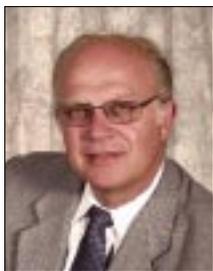


**IT'S TIME FOR COMMITTEE
SIGN-UPS & WE NEED YOU!**

See page 4 to get involved! 

FROM THE PRESIDENT

As I was contemplating this article I began thinking about the pride that I had in our engineering profession, the profession's impact on our society, and the understanding it provides to the public. The ability to design and construct such magnificent structures as the Twin Towers, to analyze their destruction, and then to protect the remaining infrastructure under the various loadings applied during the clean up operation is one example of the breath and depth of our profession. We should be proud of our collective abilities.



Don Kliewer

We should also tell our youth in schools what our profession does, whom it serves, and the value it provides to our citizens. Part of ACEC Oregon's planning for this year includes continuing the Speakers' Bureau. During school visits to interested groups, we will encourage students to pursue careers in engineering. If you would like to participate in this activity, please contact **Mike Schmid, Kpff Consulting Engineers**, who heads the Speakers' Bureau. Your participation is what makes these types of activities a success. Volunteering helps you stay informed of what CECO contributes to the community.

We have had a couple firms leave our organization because they felt their staff did not participate. Membership growth is a key to our strength; participation is a value we receive in return.

We will be visiting firms to encourage participation and to learn how CECO can better serve its membership. Part of the Board's activities this year will be to travel to other geographic areas once a quarter. During our annual meeting in Bend, CECO invited several non-members to our social event. Please call Alison Davis at CECO or me at URS Corpo-

ration if you have other ideas on increasing membership.

ACEC Oregon's charge this non-legislative year is to educate our clients about the new QBS law. The Legislative Committee has been active talking to the League of Oregon Cities and we will be hosting a table at the Association of Oregon Counties to discuss the merits of the QBS law. **Dave Leonard of Pinnacle Engineering** in Roseburg was also a guest speaker at the recent American Public Works Association Fall Conference. ACEC Oregon will also be speaking to the Special Districts Association of Oregon in February. If anyone is interested in speaking at this event, please contact ACEC Oregon at 503-292-2348 or

adavis@acecoregon.org.

You may note that our new name "American Council of Engineering Companies of Oregon" is now being used. The change from CECO was approved by the Board at the May meeting and announced at the May business dinner. Now that the ACEC logo is finally promulgated, ACEC Oregon will now be used to describe an organization that has been active since 1956. The impetus has been to show national unity and increased influence in the national and state legislative bodies. Nostalgia must at times give way to adaptation.

I wish you happy and safe activities in the coming holidays.

SAY GOODBYE TO CECO, HELLO TO ACEC OREGON

CECO's new name is American Council of Engineering Companies of Oregon or ACEC Oregon.



Last May ACEC's Board of Directors voted to change ACEC's name to American Council of Engineering Companies, and now it is CECO's turn to make the name and logo change.

CECO's new name is American Council of Engineering Companies of Oregon or ACEC Oregon. In addition to the name change, Ogilvy Public Relations proposed a new logo to the ACEC Executive Committee and it was adopted in September. As part of the new name and a desire to further leverage and ACEC brand recognition, the Executive Committee recommended the new logo to the Member Organizations (MOs) for their use. ACEC Oregon will also incorporate the new logo in all appropriate materials.

To help defray the costs of the change, the ACEC Executive Committee recently authorized the disbursement of \$1,000 per MO that adopt the new name and logo.

Please note new e-mail addresses: adavis@acecoregon.org and mwebber@acecoregon.org. The old e-mail addresses (cceo@cceo.org and mwebber@cceo.org) will remain in effect for a period of time.



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Oregon

CECO's new name is ACEC Oregon. The new logo is depicted above.

AMONG OURSELVES...

Building Code Structures Board is pleased to announce that Governor John Kitzhaber, M.D., has confirmed **Raymond T. Miller, P.E.**, as a member of the Board. The Building Code Structures Board assists the Department of Consumer and Business Services in review, interpretation and administration of state building codes. Miller is founder and principal of Miller Consulting Engineers.

The Trustees of the Pacific Northwest Consulting Engineers Health and Welfare Trust are pleased to announce that **George F. Gross of Spencer B. Gross, Inc.** was elected to the Board of Trustees for a five-year term beginning January 1, 2002. He will replace **Charles Gary Peterson of Peterson Structural Engineers** whose term expires December 31, 2001.

C. Leslie Wierson, P.E., retired, **CH2M Hill, Inc.**, was granted life membership status by CECE's Board of Directors. (*See related article this page.*)

Moffat, Nichol & Bonney is pleased to announce **John S. Elizalde, A.I.A.**, as a new principal and Director of Architecture. Elizalde will manage MNB's Architecture Department and will participate in all phases of project development.

Affiliate member **Tarlow Jordan & Schrader** has changed its name to **Jordan Schrader**. The new name reflects the departure of Arthur L. Tarlow who withdrew from active ownership in the firm more than two years ago. The firm (www.jordanschrader.com) has practice concentration in three key areas: Dirt Law™ (real estate, environmental, land use, and construction), Business and Government Law, and Dispute Resolution.

ACEC BOOK REVIEW: DIFFERING CLIENT EXPECTATIONS

The central theme of this entire book is that every client is unique. Therefore, it's not surprising that different client types expect different things from your presentation.

Perhaps the most glaring distinction in client types is between government and private sector clients. Many government requests ask for volumes of substantive data on your firm history and experience. On the other hand, many private sector clients only want the bottom line with as little "filler" as possible.

An instruction from a public sector client I saw recently included a specific interview format to be followed by every firm that presented. They insisted that their format be followed precisely in order to "simplify the review process and to obtain the maximum degree of comparability."

Most private sector, and many lower level government clients such as municipalities, prefer brevity. They usually make their expectations clear in

the RFP. One municipal department wrote that "clarity and terse expression are essential and will form part of the assessment criteria."

This is the precise value of the research and the brainstorming you conducted before you started writing your proposal. It should have given you a wealth of information on how your prospective client likes to make decisions - how his organization works and what it values. Does it use a predetermined evaluation sheet with numerical scoring to rank firms or does it prefer a more subjective, consensus approach? Will the organization appreciate hearing your "project hero stories" or does it simply want the stripped-down facts?

Think about your client very carefully when preparing your presen-

WHAT IS A LIFE MEMBERSHIP?

Les Wierson recently applied and received a ACEC Oregon (CECO) life membership.

How does life membership work? The Board of Directors may bestow life membership upon a member who is fully retired from active practice. In addition, potential life members must have been a member for at least 10 years and shall make a written request to ACEC Oregon to become a life member.

Life members receive all general mailings but may not serve on the Board or as a regular committee member. As long as the life member remains inactive, they may continue without payment of dues.



tion. The four question brainstorming technique gives you a predetermined set of criteria to assess what should be included in a presentation as determined by your client's criteria. Each presentation should be uniquely suited to the needs of that individual client.

Excerpt from Wired: How to Crawl Inside Your Client's Mind for success in business development by David Stone. Wired is available for sale through the ACEC Bookshop #LW-332, \$49 members, \$69 non-members, \$4 s/h. Orders should be sent to ACEC, FAX (202) 789-7220, by e-mail at publications@acec.org, or visit the ACEC website at www.acec.org to order it online. Please include your Mastercard, Visa, or American Express number with the expiration date, contact name, firm name, street address, phone number, and e-mail address.



THANK YOU CECO-PAC CONTRIBUTORS

Thank you to the following firms and individuals for supporting CECO's government affairs activities. (See also list of auction donors & hole sponsors.)

Donors between August 2001 and November 2001 are:

Cornforth Consultants, Inc.

GRI Geotechnical & Environmental Consultants

Mike Reed, GRI Geotechnical & Environmental Consultants

Kittelson & Associates, Inc.

MEI-Charlton, Inc.

Miller Consulting Engineers

Phil Smith, Murray, Smith & Associates, Inc.

Parsons Brinckerhoff

R & W Engineering, Inc.

Gary L. Webb, R & W Engineering, Inc.

Squier Associates, Inc.

Robert A. Wright, Thomas/Wright, Inc.

Thank you!



IT'S TIME FOR COMMITTEE SIGN-UPS!

The work carried out by CECO's committees is the essence of our organization. Your active participation in committees directly affects the organization and helps to advance the mission of the council. CECO needs the continued support of existing committee members as well as the participation of new members who can offer help on one or more of the following committees.

Please check the committee(s) on which you'd like to serve. If you are interested in serving on more than one committee, please rank your choices with 1 being your first choice, 2 your second choice, and so on. Remember, you may be in the 2nd or 3rd year of an existing committee term already. Please call CECO at 503/292-2348 or e-mail ceco@ceco.org if you are unsure of your term status.

Committee members serve three-year terms. Get involved today! **Sign-up by Nov. 26th!**

Name: _____ Firm: _____

Phone: _____ Fax: _____

E-mail: _____

Please fax or mail this form to for receipt by Monday, November 26th to: CECO, 5319 SW Westgate Drive, Suite 221, Portland, OR 97221-2411, fax 503/292-2410.

Risk Management Committee

OBJECTIVE: To assist member firms in understanding professional liability insurance and how to identify and manage professional liability risks. Also, to help improve the legal climate for improving competitiveness and the business environment.

Legislative Committee

OBJECTIVE: To promote and protect the interests of consulting engineers primarily through state legislative action, monitor legislation, initiate membership action by formulation of objectives to support and oppose legislation.

Operations/Admin. Committee

OBJECTIVE: To provide budget oversight, monitor the financial affairs of the Council, and to write and recommend sound fiscal policies and procedures, including investment strategies.

Liaison Committees (pick one below)

OBJECTIVE: To provide members with the opportunity to improve working relationships with public agency personnel. Each liaison committee has its own agenda, but communications and problem-solving are primary concerns.

ODOT (Oregon Dept. of Transportation)

FHWA (Federal Highway Admin.)

Army Corps of Engineers

OACES (Oregon Association of County Engineers & Surveyors)

Programs Committee

OBJECTIVE: To work with the Executive Director, review program ideas and make recommendations for future events, including membership meetings, educational programs and the annual meeting. Also support the annual Engineering Excellence program by review of potential rules changes, and provide input regarding program direction.

NEW!

Scholarship Committee

OBJECTIVE: To provide oversight and direction for the new ACEC Oregon scholarship program, including fund raising activities, management of the endowment fund, placement of scholarships, coordination with universities, and interaction with scholarship recipients.

Historical Preservation Commission

OBJECTIVE: To provide members, and the public, a secure record of the continuous development of consulting engineering and of consulting engineers in Oregon.

Speakers' Bureau

OBJECTIVE: To provide ready and willing resources to speak to students about engineering as a profession or engineering in general; also, to serve as a resource in educating public agencies about Qualifications-Based Selection (QBS).

I'd prefer to talk in the schools.

I'd prefer to talk to public agencies.

I'll speak to either group.

NEW SCHOLARSHIP PROGRAM SEEKS COMMITTEE MEMBERS

by board member Rick Luebbers, CH2M Hill, Inc.

Many of us were fortunate to receive a scholarship that helped us get through engineering school. Now is your chance to return the favor by joining ACEC Oregon's new scholarship committee. (See President's column on page 2 for information regarding CECO's name change to ACEC Oregon.)

We need committee members, experienced advisors and great ideas. If you have worked with other scholarship programs or are just interested in helping promote the consulting profession at the college level you are welcome and encouraged to apply. (See related story, "Time for Committee Sign-ups.")

ACEC Oregon is implementing this scholarship program to provide financial aid for Oregon engineering students. It will provide scholarships for engineering students who have an interest in the consulting profession. The scholarships will support annual tuition costs and associated fees.

The program will start with one scholarship in 2002, and is intended to finance up to four scholarships through proceeds from an endowment fund and annual contributions from events such as the Networking Day golf tournament. A major kick-off event is planned for early 2002 so there will be plenty of activity from the beginning.

The Board of Directors will establish the scholarship committee in the next few weeks. Please contact ACEC Oregon at phone 503/292-2348 or e-mail adavis@acecoregon.org if you are interested in serving on this exciting new committee.



CECO-PAC HOLE SPONSORS



A good time was had by all who golfed at beautiful River's Edge golf course during CECO's Annual Meeting golf tournament October 6th. Thank you to the following firms for being hole sponsors:

GRI Geotechnical & Environmental Consultants
Spencer B. Gross, Inc.
Jordan Schrader Attorneys at Law
Kittelson & Associates, Inc.
Power System Engineers, Inc.
R & W Engineering, Inc.
Charles L. Youngman, Inc.

Thank you to our hole sponsors!

AUCTION DONORS

Thank you to the following firms for donating auction items and/or cash:

Anderson Engineering & Surveying, Inc.
Anderson-Perry & Associates, Inc.
Berger/Abam Engineers, Inc.
Bridgeport Brewing Company
Burgstahler Engineering Systems
CH2M Hill, Inc.
Cornforth Consultants, Inc.
Daily Journal of Commerce
David Evans and Associates, Inc.
Geocon Northwest, Inc.
GRI Geotechnical & Environmental Consultants
Spencer B. Gross, Inc.
HWA Geosciences, Inc.
Kleinfelder, Inc.
Kpff Consulting Engineers
Langdon Farms Golf Club
Marvin, Chorzempa & Associates, P.C.
MEI-Charlton, Inc.
MFIA, Inc.
Miller Consulting Engineers
MKE & Associates, Inc.
Murray, Smith & Associates, Inc.
OBEC Consulting Engineers
Oritalia at The Westin Portland
Otak
Pacific Energy Systems, Inc.
Pacific Northwest Consulting Engineers Health & Welfare Trust
Parsons Brinckerhoff
Peterson Structural Engineers, Inc.
Power System Engineers, Inc.
R & W Engineering, Inc.
Squier Associates, Inc.
Thomas/Wright, Inc.
URS Corporation
USI Northwest
The Westin Portland
The Westin Salishan Lodge & Golf Resort
W & H Pacific
Willamette Valley Vineyards

Thank you!

Mark your calendar...



November

Monday 26th or Tuesday 27th

Phase 2 deadline for CECO Engineering Excellence entries
Due by 5:00 p.m. in CECO office

Wednesday 28th

- Meet Jack Roberts, candidate for Governor (box lunch provided)
URS Corporation, Portland
11:45 a.m.
- Board of Directors Meeting
URS Corporation, Portland
(immediately following Jack Roberts)

December

Tuesday 4th

CECO Engineering Excellence judging



January

Wednesday 9th

CECO Engineering Excellence Awards
The Governor Hotel

Friday 11th

Entry deadline for ACEC Engineering Excellence awards, Washington, DC

Wednesday 23rd

Board of Directors Meeting
URS Corporation, Portland

Tuesday 29th

Risk Management Forum
Multnomah Athletic Club, Portland
10:00 a.m. to 3:00 p.m.

February

Sunday 17th thru Saturday 23rd

National Engineers Week

Wednesday 20th

National Engineers Week banquet

Thursday 28th

Board of Directors Meeting
Eugene

March

Sunday 10th thru Wednesday 13th

ACEC Meeting, Eng. Exc. Awards and
"Consulting Congress Day" activities
Washington, DC

Tuesday 12th

ACEC Engineering Excellence Awards
Washington, DC

Wednesday 27th

Board of Directors Meeting
URS Corporation, Portland



April

Thursday 4th thru Saturday 6th

Joint Meeting with CEC-Hawaii,
CEC- Illinois and CE of Indiana
Outrigger Wailea Resort, Maui

Thursday 25th

Board of Directors Meeting
Roseburg

Help us to keep our mailing list lean and mean.
If the addressee is no longer with your firm, please notify
mwebber@ceco.org to provide a new contact or to delete
the contact. Thank you!

Consulting Engineers Council
of Oregon
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