

ACEC INSIGHTS

AMERICAN COUNCIL OF ENGINEERING COMPANIES OF MASSACHUSETTS

The Engineering Center • One Walnut Street • Boston, MA 02108 • T: 617/227-5551 • F: 617/227-6783 • www.acecma.org SUMMER 2018

Meet Our New President—Mike Walsh



ACEC/MA President Mike Walsh is a believer in the ability of engineers to make a real difference in communities and the quality of life for people living in those communities. “The work that we do as an industry—providing clean water, transportation, and livable buildings—is the foundation of a community. One of the nice parts of being involved with ACEC/MA is seeing the great work performed by our industry across a wide range of fields—it’s so impressive.”

Throughout his career with CDM Smith, Mike has worked on a wide range of water treatment and water reclamation projects and currently serves as a vice president and client service leader based in CDM Smith’s Boston office. “I have had the opportunity to work on one great project after another, often involving the application of new and innovative technologies.” And his career has taken him around the world, with several years working in CDM Smith’s international services unit. “I was very fortunate to have the chance to work overseas for a portion of my career. Spending time in locations

that lack some of the basic infrastructure that we often take for granted really highlights the importance of the work we do as a profession.”

In recent years, Mike’s work has been focused on New England projects, allowing him to become active in ACEC/MA. “This is a critical time for our profession. Much of our infrastructure is literally on the verge of failure—the ASCE report card gives our infrastructure a D+ rating—and people are realizing that investment in our water and sewer systems, our roads and bridges, our airports and our public buildings is not only good for the environment and our quality of life, it’s fundamental to our economic wellbeing.”

Renewing aging infrastructure is even more complicated by the challenges of climate change and sea level rise—these issues require that engineers think about our infrastructure in a completely new way. “The challenge to our profession is not only to rebuild our infrastructure, but to rebuild it in a smarter, more resilient, and sustainable way that will meet the challenges of the next several decades. It’s an exciting time to be part of the engineering

profession, and ACEC/MA is a great vehicle for our industry to show leadership on these issues and be the voice of our profession.”

His focus over the next year will be to continue to build engagement with member firms, promote the importance of the great work performed by our industry, and make sure that the business interests of our firms are fairly represented. As part of this effort, the current strategic plan will be reviewed to be sure that the organization is doing everything possible to further four main goals:

1. Advance our use of technology and make member participation easier,
2. Better support existing member firms and engage new ones,
3. Educate and promote qualifications-based selection (QBS), and
4. Promote ACEC/MA and our great work with a “louder” voice

Mike looks forward to working with our member firms to advance these goals and build on the past success of ACEC/MA in promoting the interests of our industry.

Outgoing President’s Message

Mike Scipione, 2017–2018 ACEC/MA President



It’s now July and I believe we have made it solidly into summer this year. The Sox season is almost at the mid-point and both the Bruins and Celtics made us proud in the playoffs. It’s been a great year for Boston sports and for our firms. The economy remains strong and many great infrastructure projects are underway keeping most of us extremely busy and happy. This winter and spring certainly took its toll on our roads and bridges and several storms reminded us about the need to upgrade the grid. We also saw tides wreak havoc in many coastal communities and that continues to keep the discussion on climate change lively. This year has certainly reminded us that we have infrastructure needs.

Several weeks ago, I attended the ACEC National Convention in Washington DC. If you have never gone before, you should try it. There are great speakers, learning sessions, super award-winning projects (that remind us to celebrate the outstanding work that we do), and enlightening discussions with our Congressional leadership in our Nation’s capital. All those I spoke with and heard speaking in Washington that week were discussing the need for improved infrastructure. Unfortunately, based on the current climate in DC, it seems unlikely that an infrastructure package will become a reality this year. It’s a shame since during the last election there had been such a large focus on infrastructure improvements, and it seemed to be a bipartisan

[continued on page 2](#)

CONTENTS

TOPICS OF INTEREST

- 2 Linda Bauer Darr Named ACEC President/CEO
- 3 2018 ACEC/MA Engineering Excellence Awards
- 5 A CEO’s Perspective on the Value of ACEC/MA’s Leadership Education Program
- 5 MCP/LSP Environmental Regulations Primer for Engineers
- 6 Lessons on Building a New Web Site
- 7 ACEC/MA Education Corporation Supports Dream Big

IN EVERY ISSUE

- 7 New Members
- 8 What Has ACEC/MA Done For You Lately
- 9 Upcoming Events

Allison Hopkins, Co-Chair
Marketing Manager, Tetra Tech, Inc.
T: 508/786-2329, E: allison.hopkins@tetratech.com

Debbie J. Whitney, Co-Chair
Marketing/Communications Specialist
Tighe & Bond, Inc.
T: 413/572-3207, E: djwhitney@tighebond.com

Michael J. Walsh, PE, BCEE, ENV SP
Vice President, CDM Smith and ACEC/MA President
T: 508/591-4331, E: mark.bartlett@stantec.com

Rosa M. Castro-Krawiec, PE
Principal, JCK Underground, Inc.
T: 781/852-0450
E: castro-krawiec@jckunderground.com

Kathy Coyne
Manager, Marketing Systems, North America
AECOM
T: 781/771-4221, E: kathy.coyne@acom.com

Matt Hawk
Proposal Manager, Northeast, Stantec
T: 781/221-1078, E: Matthew.Hawk@stantec.com

Abdelmadjid M. Lahlaf, Ph.D., PE
Principal Engineer
Lahlaf Geotechnical Consulting, Inc. (LGCI)
T: 978/330-5912, E: Madjid.Lahlaf@lgcinc.net

Madison McCabe
Marketing Associate, RSM US LLP
T: 617/241-1143, E: Madison.McCabe@rsmus.com

Jennifer Shelby, CPSM
Proposal and Communications Manager
Architectural Engineers, Inc.
T: 617/807-1672, E: jshelby@arcengrs.com

Farooq Siddique, PE
President, FS Engineers, Inc.
T: 978/274-2830, E: fsiddique@fsengrs.com

Nicole Sparks
Marketing Manager, Simpson Gumpertz & Heger
T: 781/907-9135, E: NMSparks@sgh.com

Cheryl Waterhouse, Esq
Partner, Donovan Hatem LLP
T: 617/406-4520, E: cwaterhouse@donovanhatem.com

Abbie R. Goodman
ACEC/MA Executive Director
The Engineering Center Education Trust
T: 617/305-4112, E: agoodman@engineers.org

Natalia Savatic
ACEC/MA Membership Associate
The Engineering Center Education Trust
T: 617/305-4104, E: nsavatic@engineers.org

Articles appearing in this or any issue of *ACEC/MA Insights* may not be used for monetary gain or may not be reprinted or posted in any other format, without advance permission of ACEC/MA. Requests for permission to reprint or post articles should be sent via email to any member of the Board of Editors or to acecma@engineers.org. A Permission to Reprint form will be forwarded electronically to the requesting party and must be emailed or mailed back once completed and signed. Questions concerning reprinting of *ACEC/MA Insights* articles may be sent to alison.smith@stantec.com

ACEC/MA's newsletter, *Insights*, is designed to provide information and opinion in regard to the subject matter covered. ACEC/MA and its Board of Editors assume no responsibility for statements made or opinions expressed in this publication. It is published with the understanding that the Board of Editors and the authors are not engaged in rendering legal, accounting, or other professional services. If assistance is required, the services of a competent professional should be sought.

Outgoing President's Message

continued from page 1

agenda item upon which all could agree. I guess that will need to be ok for now. We are in it for the long haul and the future needs will surely not be any less.

This has been an exciting and busy year at ACEC Massachusetts. My term as President has flown by and I have enjoyed the role and all the people I have met and interacted with. We really do have a nice community of people in our industry in Massachusetts and throughout our firms. It's great to see so many people involved with ACEC/MA, whether it's on committees or attending programs or in leadership education programs. These are consistently the three areas we hear from our firms that ACEC excels and provides value.

The other area is advocacy. We are particularly strong in our advocacy for the profession and the business aspects of the profession. This year ACEC/MA has been helpful in moving forward important business-related items for our firms with MassDOT, MBTA, MWRA, DCAMM and DCR to name a few. These range from improving contract language, increasing

opportunities to use qualifications based selection processes (QBS) and increasing communications with our clients. Much of this has occurred through our various partnering groups. If you are currently not very involved, I invite you to "join -in" more often and get more value from ACEC/MA membership.

We also advocate on a legislative front by drafting important legislation and spreading the message that more funding for infrastructure is needed and helps both the economy and the quality of our residents' lives. On May 15th we had another successful Engineers & Land Surveyors Day at the State House + Water Infrastructure Awareness Day on Beacon Hill. On this day, we once again met with state legislators and spoke with them about issues that are important to us and their constituents. If you joined us, you know it's fun and it's an easy lift. I have always found it very rewarding to meet with my senator and representative and get to know them a little better.

I hope you have a great summer. See you soon.

Linda Bauer Darr Named ACEC President/CEO

At a special ACEC Board of Directors meeting in Washington, D.C. in July, Linda Bauer Darr was unanimously approved as the next ACEC president/CEO. She succeeds Dave Raymond, who announced his retirement last year. Darr will join the Council on August 6.

Currently serving as CEO of the American Short Line and Regional Railroad Association (ASLRRA), a position she has held for the past four years, Darr also led the American Moving & Storage Association (AMSA) as CEO from 2007-2014. Prior to that, she served in senior positions at the American Bus Association and the American Trucking Associations (ATA). In addition, she was U.S. deputy assistant secretary of transportation for budget and programs in the Clinton Administration. She began her career with the engineering firm EG&G.

ACEC Chair Manish Kothari, who presided over the Board meeting, said "Linda is a team builder and thought leader, and will be a fierce defender of our industry and council."



Newly elected Council President/CEO Linda Bauer Darr (center) with ACEC Chair Manish Kothari (right) and retiring President/CEO Dave Raymond (left).

"She is the right person for the job," said Raymond, who is working with her on the transition.

The September/October issue of *Engineering Inc.* magazine will feature an in-depth interview with Darr.

2018 ACEC/MA Engineering Excellence Awards

On March 14, 2018, ACEC/MA announced the recipients of its annual Engineering Excellence Awards at a ceremony at the Royal Sonesta Hotel in Cambridge, MA. The winning projects are listed below.

Grand Conceptor

Simpson Gumpertz & Heger Inc.

Bahá'í Temple of South America, Santiago, Chile
Client: Hariri Pontarini Architects

Gold Award Winners

Arup

Northeastern University Interdisciplinary Science and Engineering Center, Boston, MA

Client: Payette/Northeastern University

CDM Smith Inc.

Massachusetts Turnpike All-Electronic Tolling System, Statewide—138 miles on Mass Turnpike and Boston

Client: MassDOT

Nitsch Engineering

Complex Issues in a Small Site: Boston Public Library's Johnson Building Renovation, Boston, MA

Client: City of Boston

Simpson Gumpertz & Heger

University of Massachusetts Design Building, Amherst, MA

Client: University of Massachusetts Building Authority

Silver Award Winners

AECOM

I-90 AETS Conversion Program, I-90 Statewide

Client: MassDOT

US House: Rep. Niki Tsongas

BR+A/Bard, Rao + Athanas Consulting Engineers, LLC

Project Legacy, New Orleans, LA

Client: Southeast Louisiana Veterans Health Care System

Gannett Fleming, Inc

Springfield Railcar Assembly Facility, Springfield, MA

Client: Plaza Construction, LLC

Geocomp Corporation

Seismic Assessments Using Best Practices for Risk Management of TVA Coal Combustion Residuals Surface Impoundments, at Six (6)

TVA Facilities in TN & KY

Client: Tennessee Valley Authority

Howard Stein Hudson

Quincy Center Transportation Improvements, Quincy, MA

Client: City of Quincy



Celebrating the ACEC/MA 2018 Grand Conceptor Award to Simpson Gumpertz & Heger.

Left to Right: Senior Staffer Graham Cranston and Senior Principal Glenn R. Bell.

Inter-Fluve

Tidmarsh Farms & Wetland Restoration, Plymouth, MA

Client: MA Division of Ecological Restoration & Tidmarsh Farms

STV Incorporated

Boston Landing Station, Boston, MA

Client: NB Development Group

Tata & Howard, Inc

Long Pond Water Treatment Plant, Falmouth, MA

Client: Town of Falmouth, MA

Thornton Tomasetti, Inc.

Boston University, Rajen Kilachand Center for Integrated Life Sciences & Engineering, Boston, MA

Client: Boston University

VHB

MassDOT Infraspaces (Underground at Ink Block), Boston, MA

Client: MassDOT Office of Real Estate and Asset Development

Bronze Award Winners

Beta Group, Inc.

Downtown Framingham Design and Construction Oversight, Framingham, MA

Client: City of Framingham Department of Public Works & MassDOT

CDR Maguire Inc.

SR 0136-G10 Bridge Replacement Project, Eighty-Four, Washington County, PA

Client: Pennsylvania Dept of Transportation, Engineering District 12-0

Environmental Partners Group, Inc.

Reaching New Heights: Modernizing Water Infrastructure on a Historic Site, Medfield, MA

Client: Town of Medfield, MA, Dept of Public Works



Emcees Beth J. Larkin, PE, MBTA Assistant General Manager for Capital Delivery and Houssam ("Sam") H. Sleiman, PE, CCM, MassPort Director of Capital Programs & Environmental Affairs

GZA GeoEnvironmental, Inc.

Route 128 Add-A-Lane Project, Route 128/I-95, Needham, MA

Client: MassDOT Highway Division

HDR

Thomas J. Butler Dedicated Freight Corridor & Memorial Park, South Boston, MA

Client: Massachusetts Port Authority

Howard Stein Hudson

Central Square Complete Streets Reconstruction, East Boston, MA

Client: City of Boston

Kleinfelder Northeast, Inc.

Alewife Sewer Separation and Surface Improvements Project, Cambridge, MA

Client: City of Cambridge Department of Public Works

Louis Berger

Replacement of MBTA Shore Line Bridge No. B-16-475, Readville, Boston, MA

Client: Massachusetts Bay Transportation Authority

Pare Corporation

Replacement of Central Bridge No. 182, Barrington, RI

Client: Rhode Island DOT

Pare Corporation

Stiles Reservoir Dam Reconstruction, Leicester, MA

Client: Stiles Lake Water District

PRIME AE Group

Shippee Bridge, Burrillville, RI

Client: Rhode Island Department of Transportation

2018 ACEC/MA Engineering Excellence Awards

continued from page 3

SMMA

Winchester High School, Winchester, MA
 Client: Education Facilities Planning and Building Committee

Stantec Consulting Services, Inc.

Anderson Memorial Bridge, Boston and Cambridge, MA
 Client: Massachusetts Department of Transportation

Stantec Consulting Services, Inc.

Rehabilitation of Runway 4L-22R, Logan Airport, East Boston, MA
 Client: Massachusetts Port Authority

STV

WRTA Vehicle Maintenance, Operations and Storage Facility, Worcester, MA
 Client: Worcester Regional Transit Authority

Tetra Tech

USAID Kajaki Dam Hydropower Capacity Expansion, Afghanistan
 Client: United States Agency International Development (USAID)

Tighe & Bond, Inc.

Winchell Reservoir Dam Removal, Granville, MA
 Client: City of Westfield

VHB

Replacement of Four Bridges Along the Future South Coast Rail, New Bedford & Fall River, MA
 Client: MassDOT and MBTA

Weston & Sampson

Black Brook Road Reconstruction and Slope Stabilization, Savoy, MA
 Client: Town of Savoy, MA

WSP

MIT, Building 2 – Departments of Mathematics and Chemistry, Cambridge, MA
 Client: Massachusetts Institute of Technology



Gold Award Winner: CDM Smith Inc., Massachusetts Turnpike All-Electronic Tolling System. Client: MassDOT



Gold Award Winner: Simpson Gumpertz & Heger, University of Massachusetts Design Building. Client: University of Massachusetts Building Authority



Gold Award Winner: Nitsch Engineering, Complex Issues in a Small Site: Boston Public Library's Johnson Building Renovation. Client: City of Boston



ACEC/MA QBS Award to the Town of Buckland, MA



Gold Award Winner: Arup, Northeastern University Interdisciplinary Science and Engineering Center. Client: Payette / Northeastern University



ACEC/MA Community Service Award to Wayne Perry, PE, LSP, Senior Project Manager at Stantec.

Photos, pages 3 and 4: Frank Monkewicz Photography

A CEO's Perspective on the Value of ACEC/MA's Leadership Education Program

By Doug Reed, P.E., President FosterGrowth, dreed@fostergrowth.biz

What might you do to foster leadership development at your firm? The ACEC/MA Leadership Education Committee oversees four leadership development programs for professionals. You can make a difference in employees' careers, and the long-term health of your firm, by encouraging someone to attend one of these programs. Which program is right for you? Your mid-level managers? Your younger staff?

Lisa Brothers, P.E., LEED AP BD+C, ENV SP, Chairman and CEO of Nitsch Engineering, had this to say about leadership development and the ACEC/MA's programs' importance to her employees and her business:

What I love about the ACEC/MA Leadership Programs is that they go from right out of school all the way up to senior most levels. At Nitsch we are "open book" about how we manage the firm so we want our people to learn as quickly as they

can. You don't really learn about the business side of our business in engineering school, you just don't. It's an important part of your professional development because to advance, you have to figure out how the company actually makes money.

For me, the real sweet spot is the Odyssey Program. This program is transformational. It's the tipping point for people who are at the point in their career where they are technically sound and they are managing people. Managing people is hard. You have to know how you are perceived so you must be self-aware. I tell people all the time that to be a truly great leader you have to be self-aware and understand your own strengths and weaknesses.

The Odyssey Program Lisa referenced is for managers who desire to be effective leaders. There are nine full day classes spread over nine months. The four leadership skills covered are

Understanding Self, Creating a Well-defined Personal Vision, Understanding Others and Communicating to Motivate.

The Genesis Program comprises three 3-hour afternoon sessions for those with 3–5 years of experience. Genesis helps participants transition from the university to the professional environment. Emerging Leaders is the next level program, with seven 4-hour late afternoon-evening classes covering the elements of managing a professional services firm. Everest is a program for principals. That meets about two times a year, often over dinner.

If leadership development is important to you, bring these programs to the attention of your leadership and employees. Firms do not have to be a member of ACEC/MA to enroll. There is also a state grant program that your firm might be eligible for that pays half of the program's cost. Inquire with ACEC/MA for more details.

MCP/LSP Environmental Regulations Primer for Engineers

By Farooq Siddique, PE, LSP, Principal, FS Engineers, Inc.

The Commonwealth of Massachusetts boasts one of the most innovative environmental site assessment and remediation programs in the nation. The foundation of the program relies on the symbiotic relationship between the regulators and the regulated community. Since the first environmental regulations enacted in the early 1980s, Massachusetts' environmental programs have undergone several strategic amendments reflecting the state's cultural and socio-economic character. These environmental regulations were driven by the stakeholders (i.e., developers, financial institutions, environmental professionals) and the political will to enact them was emboldened by referendum voting.

The first major environmental regulation, promulgated in 1988, is known as the Massachusetts Contingency Plan (MCP). The MCP (310 CMR 40.00) was promulgated almost five years after the enabling legislation (MGL 21E) was enacted. The original MCP was fashioned after the Federal environmental

regulations requiring the MassDEP to coordinate response actions at each hazardous waste site. The MassDEP was unable to keep pace with the site discovery, remediation and closure process and realized something needed to be done. Through dialog between private and public entities, the MGL 21E legislation was substantially amended in 1992 to create a semi-privatized program under which Licensed Site Professionals (LSP) were enabled to coordinate environmental assessment and cleanup activities at hazardous waste sites without direct MassDEP supervision. This was the first such program created in the country. In 1993, the MCP regulations were amended to address the changes in the 1992 MGL 21E legislation.

Also in 1992, the Board of Registration of Hazardous Waste Site Cleanup Professionals (LSP Board) was created to administer the Licensed Site Professional (LSP) licensure program. The LSP Board's responsibilities include reviewing complaints against LSPs, rendering disciplinary actions against LSPs,

reviewing LSP applications, preparing and administering LSP examinations, approving education courses, etc. The Massachusetts licensing program for environmental professionals is the first of its kind in the country.

Currently, the LSP Board is in the process of revising their regulations. These may include changes in continuing education requirements, availability of online courses, online application and fee processing, and streamlining complaint review process, etc. The proposed changes to the LSP Board regulations will go through public comment period before they are enacted. Tentatively, the revised regulations are scheduled to be approved in early 2019.

Farooq Siddique has over 25 years experience in environmental engineering, civil engineering, and hazardous materials studies. He currently serves on the LSP Board, and will be keeping member firms apprised of upcoming changes to regulations. He is also a member of ACEC/MA's Communications Committee. He can be reached at 978/274.2830, or fsiddique@fsengrs.com.

Lessons on Building a New Web Site

By Rich Friedman



Friedman & Partners recently launched a new web site: www.friedmanpartners.com.

I want to share our process with ACEC/MA members, and offer five takeaways that

you can put to work in your own firm's marketing efforts.

Over the last several years, Friedman & Partners has evolved and expanded service offerings, amassing a broader portfolio of consulting and executive coaching on growth strategies for AEC and environmental consulting firms. Like many firms, our web site has been slow to keep up and was not communicating that as well as it could. It was time for a reboot.

Since Friedman & Partners has been involved in marketing content strategy and development for many years, I've seen firsthand the challenges and roadblocks that arise with branding, marketing and web site development. So, it was an interesting experience to sit on the other side of the fence. Here's what I learned:

Lesson One: Opportunity costs are real, and even those of us who know this can be tempted to overlook them.

For every hour that a CEO, seller-doer or highly billable technical expert spends in the weeds of marketing content development, they are giving up an hour doing their most critical work. I see firm leaders do this all the time, and yet, given my background, it was still tempting to add writing web content and managing the project to my plate. However, that decision would have come with serious opportunity costs. Instead, I took a more hands-off approach, and brought in an experienced colleague, Sally Anne Carroll of Artisan Communications, to guide content strategy and development, liaise with designers and keep the project moving. That allowed me to provide content through interviews, provide resources, review progress and remain focused on the work that only I can do.

Lesson Two: Truly identifying and leveraging your firm's strengths and differentiators requires objectivity and new perspectives.

Outside perspective is critical when trying to articulate your firm's true differentiators.

Without it, most firms default to touting great service and high-quality work, leaving them sounding just like the competition. One tool we used to get a read on this is the Fascination Advantage Assessment,[®] a personal brand assessment for individuals and teams that is designed to help clarify how you show up in the world so that you can leverage your natural points of effectiveness. This tool was particularly eye-opening because it validated and expanded on what I knew about my own leadership and client service style and how Friedman & Partners does business. It also sparked new language to articulate those differentiators and ideas about the visual style that would fit our brand.

Lesson Three: Clients do not read minds. One of the more important roles that your web site should play is to help clients understand the many ways in which you can help them.

Our new site had to more effectively communicate how we help companies devise and implement a variety of growth strategies, as well as our unique approach to doing that. We wanted to be clear that our sweet spot is not crafting the 20,000-foot high-level strategic vision or focusing narrowly on business development, it's partnering with firms as they formulate strategies to execute a growth vision and successfully implement them.

To do that, we spent time upfront getting clear on messaging, positioning and how we do what we do. We also drilled down in the services web pages to identify all consulting, coaching, training and speaking offerings and how they tie together. It was equally important that we speak with a voice and personality that honestly reflects what it's like to work with us. By the time that we moved on to design and technical decisions, our design/development team had close-to-final content and a solid idea of what we wanted to achieve.

Lesson Four: A system for collecting client feedback is invaluable for improving project delivery. It's also priceless in helping communicate effectively to potential clients.

We practice what we preach in conducting client research and gathering feedback from

clients to learn about their needs and experiences. This paid off in that, when it came time to develop the web site, we already had a foundation of actual client language and experience to reference. We knew, in their own words, what they value, what they're looking for, and what they identified as highlights of their client experience. This saved time since we didn't need to collect that data, but since it was gathered over time, it also provided a more accurate picture of our market.

Lesson Five: You don't always need to reinvent the wheel.

Another lesson learned—and one where I've seen many firms get stuck—is that you don't always need to reinvent the whole wheel. In keeping with the marketing philosophies that we espouse at Friedman & Partners, we took a good hard look at our existing content and the thought leadership we've built in 10 years of writing The Friedman File. Much of that was repurposed or enhanced for the new site, alongside new content. More recently, we've been using LinkedIn as a repository for newer content and client success stories. Now, that's been integrated into the web site.

We also knew how readers like to interact with our newsletter. Some share our articles with colleagues, send us feedback and ideas, save articles to refer back to or write us wanting to know more. So, we've reinvented the section of our web site that houses The Friedman File with that in mind. Articles are now archived in a way that is easily searchable, categorized by topic and shareable. That article on BD that gave you an idea or the case study that would now be relevant to your management team? You can find it all here: www.friedmanpartners.com/the-friedman-file and bookmark it for easy reference.

I hope you'll take a moment to stop by our new site and have a look around. I'd also love to hear what you've learned from your most recent web site redesign.

Rich Friedman is Founder and President of Friedman & Partners, a marketing and management consultancy that helps A/E/C and environmental consulting firms craft and implement successful growth strategies. You can reach Rich at rich@friedmanpartners.com or 508/ 276-1101.

NEW MEMBERS

Full Members:

Golder Associates Inc

200 Friberg Parkway
Westborough, MA 01581
508/329-7961

www.golder.com

Firm Representative: Paul Sutton

Golder Associates is driven by our purpose to engineer earth's development while preserving earth's integrity. We deliver solutions that help our clients achieve their sustainable development goals by providing a wide range of independent consulting, design and construction services in our specialist areas of earth, environment and energy.

Meridian Associates Inc.

500 Cummings Center
Suite 5950
Beverly, MA 01915
978/299-0447

www.meridianassoc.com

Firm Representative: Charles Wear

Headquartered in Beverly, MA, Meridian Associates, Inc. (MAI) is a multi-discipline consulting firm specializing in land surveying, 3D laser scanning, civil engineering, landscape architecture, renewable energy and sustainability consulting. MAI offers a full spectrum of land development and infrastructure consulting services to corporate, commercial, industrial, institutional, and public sector clients. These services often encompass end-to-end solutions from initial due diligence through construction.

Affiliate Members:

Cambridge Systematics, Inc

101 Station Landing, Suite 410
Medford, MA 02155
781/539-6700

www.camsys.com

Firm Representative: Nate Higgins

We are transportation specialists, providing innovative policy and planning solutions, objective analysis, and technology applications. We are committed to making transportation better for future generations. Cambridge Systematics has more than 40 years experience leveraging technology and ingenuity to advance the world of transportation: planning and policy, and the movement of people and goods.

ACEC/MA EDUCATION CORPORATION SUPPORTS DREAM BIG

At the ACEC/MA Education Corporation Board Meeting held June 22, the ACEC/MA EC board approved funds for a sponsorship that would cover the cost of shipping the movie *Dream Big: Engineering Our World*, to all public elementary and middle schools in Massachusetts along with a kit of classroom materials on engineering. The giant screen film about engineering takes viewers on a journey of discovery from the world's tallest building to a bridge higher than the clouds. It gives audiences a chance to witness how today's engineers are shaping the world of tomorrow. The American Society of Civil Engineers (ASCE) sponsored the production of movie. ACEC/MA Education Corporation is sharing the cost of distributing the movie statewide with the Boston Society of Civil Engineers Section/ASCE.

Employees at ACEC/MA member firms who would like to visit a school to talk about engineering careers to support this STEM related effort can sign up for outreach materials to present to schools in conjunction with, or as an added activity to, the screening of the film. [Click here to sign up.](#)

For more information on *Dream Big*, the movie visit www.asce.org/dream-big.

The American Council of Engineering Companies of Massachusetts Education Corporation, a 501(c)(3) organization, was created for charitable and educational purposes, including, but not limited to, (i) the sponsorship and funding of scholarships for engineering and land surveying students, (ii) the sponsorship and funding of lectures, seminars and conferences, journals and other publications, and grants for the purposes of continuing professional education of engineers, land surveyors and related professionals; and (iii) the sponsorship, funding and/or conduct of research in the areas of engineering and land surveying for the benefit of the general public.

[Click here to contribute](#) to the ACEC/MA Education Corporation President's Scholarship Fund.

The ACEC/MA Education Corporation relies on the fundraising from its Annual Golf Tournament and individual donations. [Click here to participate](#) in the September 17, 2018 Golf Tournament.

[Click here for information](#) on the Scholarship Program.

The Aldrich Center—where history and technology meet on Beacon Hill...



Two blocks from the State House and overlooking Boston Common, the newly refurbished Aldrich Center is the perfect venue for your next event. This historic building accommodates private functions, business meetings, and receptions for up to 75.

For information or reservations, contact
Rich Keenan, Aldrich Center Manager
at 617/305-4110 or rkeenan@engineers.org

Aldrich Center
ONE WALNUT STREET
Beacon Hill Boston, MA

UPCOMING ISSUES OF INSIGHTS

Insights is published four times a year—fall, winter, spring and summer. Watch for our fall issue in which we continue to focus on regulations, technology and other impacts to our industry. If you would like to contribute an article to *Insights* or have ideas for new topics, please contact Allison Hopkins at allison.hopkins@tetrattech.com or Debbie Whitney at DebbieWhitney@tighebond.com.

What Has ACEC/MA Done For You Lately?

Summer 2018

With the support of our member firms, ACEC/MA works hard to protect and promote your business in a variety of ways. In addition to our robust programs, here is an account of our recent actions.

MASSACHUSETTS AGENCIES

- Our ACEC/MA DCAMM Partnering Committee held a June workshop for with the Division of Capital Asset Maintenance and Management (DCAMM) Deputy Commissioner and key staff on negotiating fees, now that DCAMM has eliminated the fee cap. We also continue to meet with them on contract issues and design specifications.
- As a result of partnering with ACEC/MA, the MWRA recently announced that price is now less of a factor in procurement of consultant services.
- ACEC/MA's Transportation Agency Liaison Committee (TALC) partnering groups are meeting with MassDOT Highway, MBTA and Massport on a range of issues to help agencies streamline project delivery. TALC hosted key leaders from the agencies over the past few months discussing such issues as cost estimating, project scheduling, developing MBTA project scopes of work, and quality assurance.
- Recent Member Briefings with key public agency leaders include ACEC/MA's Energy and Environmental Affairs Committee (EEAC) with the DEP Deputy Commissioner on regulatory issues and the Building Engineering Committee with the Designer Selection Board Executive Director and Board members.

LEGISLATIVE AND REGULATORY

- ACEC/MA continues to co-chair the Water Infrastructure Alliance, a broad-based group of business, industry, government and environmental organizations focused on the needs for more funding for water, sewer and stormwater management infrastructure.
- ACEC/MA continues to advocate for changes to draft regulations proposed by the Board of Registration of Architects that would adversely impact A&E firms.
- Through TECET, The Engineering Center Education Trust, ACEC/MA participates in meetings of the Board of Registration of Professional Engineers and Professional Land Surveyors.
- TECET, on behalf of ACEC/MA, BSCES and MALSCE, held a successful May 15 Engineers and Land Surveyors Day at the State House. This year it was held in conjunction with Water's Worth It Day. Public Works professionals from the Mass. Highway Association, Mass. Water Works Association, and Mass. Municipal Association joined with us to talk with legislators on May 15.
- ACEC/MA continues to support or oppose Massachusetts Senate and House bills that affect our industry.

PROFESSIONAL PRACTICE

- On March 14, ACEC/MA honored 35 outstanding engineering projects and several individual leaders at our 2018 Engineering Excellence and Awards Gala, co-emceed by MBTA's Assistant GM Beth Larkin and Massport's Director of Capital Programs, Sam Sleiman.
- ACEC/MA's 2018 Emerging Leaders Program for firm leaders graduated 26 future leaders in April 2018 and our Odyssey Program graduated 24 leaders. Plans are underway for our Odyssey Leadership Program class of 2019. Massachusetts firms with 100 or fewer employees are eligible for Workforce Training Grant funding to assist with tuition.
- ACEC/MA held a successful State Markets Conference in April, with public agency leaders, and a successful Utilities, Energy and Resiliency in May with public and private sector utility leaders. In addition, we held a successful Spring Effective Writing Program and Annual Celebration. At press time, we are planning an August 1 Alumni event for our Odyssey and Emerging Leaders graduates and a fall Effective Writing Program. Plans are underway to offer Genesis twice in FY2019.

American Council of Engineering
Companies of Massachusetts
(ACEC/MA)

The Engineering Center
One Walnut Street
Boston, MA 02108-3616

T: 617/227-5551, F: 617/227-6783,
www.acecma.org

UPCOMING EVENTS – SAVE THE DATE

Alumni Reception for Graduates of Emerging Leaders and Odyssey 2018

August 1, 2018, 5: 30 PM

CDM Smith, Boston

A festive evening for sharing ideas and perspectives on shaping the future of the engineering profession.

[Click for more information](#)

ACEC/MA Education Corporation Golf Tournament

Benefiting College Scholarships

September 17, 2018

Marshfield Country Club, Marshfield, MA

[Click for more information](#)

ACEC/MA Odyssey Leadership Program 2018–2019—Session 1 of 9

Starts September 27, 2018

Babson Executive Conference Center, Wellesley, MA

Now accepting registrations for the class of 2018–2019.

[Click for more information](#)

Effective Writing—Fall Session

October 2, 2018

GZA GeoEnvironmental, Norwood

[Click for more information](#)

ACEC/MA Genesis Program (Begins 10/4)

October 4, 11, & 18 2018, 3:00 – 6:00 PM

CDM Smith, Boston, MA

Three carefully designed instructional sessions address key topics identified by firm leaders as vital for the professional with 3–5 years experience

[Click for more information](#)

ACEC National Fall Conference

October 28–31

Bellagio, Las Vegas, NV

[Click for more information](#)

ACEC/MA Committee/Forum Meetings on www.acecma.org.

Follow us on Twitter at <http://twitter.com/ACECMA>

ACEC/MA 2018–19 Board of Directors

PRESIDENT

Michael J. Walsh, PE, Vice President

CDM Smith

T: 617-452-6535, E: walshmj@cdmsmith.com

PRESIDENT-ELECT

Jennifer A. Howe, PE, Principal; Director of Site Design;

Director of Federal Government Studies, SMMA

Symmes Maini & McKee Associates

T: 617-520-9494, E: jhowe@smma.com

SENIOR VICE PRESIDENT

Dennis J. Baker, PE

WSP

T: 617-426-7330, E: Dennis.Baker@wsp.com

VICE PRESIDENT

Scott A. Miller, PE, President

Haley and Ward, Inc.

T: 978-648-6025, E: smiller@haleyward.com

PAST-PRESIDENT

Michael J. Scipione, PE, President & CEO

Weston & Sampson Engineers, Inc.

T: 978-532-1900, E: scipionm@wseinc.com

TREASURER

David M. Vivilecchia, Regional Finance Manager—Principal

VHB-Vanasse Hangen Brustlin, Inc.

T: 617-607-6184, E: dvivilecchia@vhb.com

SECRETARY

Cynthia L. Carleo, PE, Area Manager—New England

HDR

T: 617-357-7704, E: cynthia.carleo@hdrinc.com

DIRECTORS

Matt A. Card, PE

Vice President, Massachusetts Division Manager

Alfred Benesch & Company

T: 617-288-0900, E: mcard@benesch.com

Dawn M. Connelly, Director of Corporate Affairs

Green International Affiliates, Inc.

T: 978-923-0400 x306, E: dconnelly@greenintl.com

Jennifer A. Ducey, PE, Principal

Stantec

T: 857-415-3914, E: Jennifer.Ducey@stantec.com

Nick Ferzacca, PE, LEED AP, Principal

Architectural Engineers, Inc.

T: 617-807-1668, E: nferzacca@arcengrs.com

Abdelmadjid (Madjid) M. Lahlaf, Ph.D, PE

Principal Engineer

Lahlaf Geotechnical Consulting, Inc. (LGCI)

T: 978-330-5912, E: Madjid.Lahlaf@lgcinc.net

Colleen P. Moore, President

City Point Partners LLC

T: 617-315-7832, E: cmoore@citypointpartners.com

David E. Pinsky, PE, President and CEO

Tighe & Bond, Inc.

T: 413-572-3239, E: depinsky@tighebond.com

Charles J. Russo, PE, CEO, Sr. Principal

Simpson Gumpertz & Heger Inc.

T: 781-907-9298, E: cjrusso@sgh.com

Mark Walsh-Cooke, PE, LEED AP BD+C, Principal

Arup USA Inc.

T: 617-349-9228, E: mark.walsh-cooke@arup.com

NATIONAL DIRECTOR

Lisa A. Brothers, PE, LEED AP BD+C, President and CEO

Nitsch Engineering

T: 617-338-0063, E: lbrothers@nitscheng.com

LEGAL COUNSEL

David J. Hatem, PC

Donovan Hatem LLP

T: 617-406-4800, E: dhatem@donovanhatem.com

ACEC NATIONAL EXCOM CONTACT

Mitchel W. Simpler, ACEC Chair-Elect, Managing Partner

Jaros, Baum & Bolles

T: 212-530-9305, E: simplerm@jbb.com

TECET STAFF CONTACTS

Abbie R. Goodman, IOM, ACEC/MA Executive Director

The Engineering Center

T: 617-305-4112, E: agoodman@engineers.org

Elizabeth Tyminski, TECET Executive Director

The Engineering Center Education Trust

T: 617-305-4127, E: etyminski@engineers.org

Natalia Savatic, ACEC/MA Membership Associate

The Engineering Center Education Trust

T: 617-305-4104, E: nsavatic@engineers.org