#### BUSINESS PRACTICES COMMITTEE

Board Liaison: Liz Phipps– KCI

2020/21 Chair: Justine D’Andrea, Summit Design & Engineering

2020/21 Vice Chair: Trey Hendrick, ECS

Description: Small and Large Business Leaders interested in improving the efficiency and operation of large and small firms are members of this committee. The objective of this committee is to reach out to and expand opportunities for business members of ACEC/NC, protect the interests of engineering firms, and offer business leaders a chance to leverage the collective knowledge of a larger group, to improve overall performance related to human resources, financial, legal, business development, and operations.

* Professional Development Subcommittee
  + Presented mission and purpose statement
  + Discussed next steps
* HR Subcommittee
  + Six people interested in joining Subcommittee
  + Working to get meeting scheduled
    - Incorporate Professional Development Subcommittee into this first initial meeting and keep two Subcommitee’s together for now and then as more people become engaged, we can evaluate whether to split off into two separate subcommittee’s
    - Discussed featuring both group’s in an upcoming ACEC/NC E-Blast to build base of people
    - Kelly to develop a purpose and mission statement by 4/6 for inclusion in upcoming E-Blast
* 2021 Business Resources Expo
  + Will hold a hybrid version of the 2021 expo (virtual and in-person (with in-person attendance capped)). The event will be held in Raleigh.
    - * **Date and Venue**

McKimmon Center is currently holding September 20th as the date for the 2021 Expo

**Things to keep in mind as we plan:**

A/V Partner with McKimmon Center related to Live Streaming and Recording

Interactive component for virtual attendees (Q/A, etc.)

Offer a recording instead of live streaming to help with not driving attendance down for those individuals not interested or comfortable attending in person

Benefit/motivation to attend in-person keeping in mind sponsorships

* + - * **Expo’s Theme and Content**
        + Need to start focusing on the content and theme of the Expo.

Idea of theme from Craig Hyman

The Changing Landscape of Business due to Covid-19

This could incorporate feedback from/topics on (some of which are discussed below):

Commercial Realtors about trends in office space reduction

Challenges of returning to work

Feedback from clients about how they perceive their relationships with member firms since all meetings have become virtual

NCDOT and how why there has been a delay to start spending money from the transportation funds

* + - * + Feedback from Call for Presentations sent to affiliate/associate member firms

Only received two ideas for presentations at the 2021 Expo.

* + - * + The Committee then discussed the following ideas/topics for presentations:

Presentations from HR and Professional Development Subcommittee on the following (just ideas/food for thought)

Training/Professional Development in a more virtual world

Onboarding

Recruitment

Ethics (needed for PE renewals)

Mergers/Acquisitions

Office Space Utilization

Adjusting to returning to the office

Return to Work Policies/Best Practices/Mental Health Concerns

Have as a Roundtable/Panel Discussion

Would be good to have some baseline information/statistics prior to the Expo

* + - * + Rough Idea of Agenda for the Expo:

1. HR Topic
   1. Onboarding
   2. Recruitment
   3. Best Practices for Returning to Work
      1. Do firms anticipate requiring the COVID vaccine before returning to Work?
   4. Mental Health Concerns
2. Professional Development in a more virtual world
3. Office Space Utilization – Jim to reach out to contacts in the Commercial Real Estate Industry to see about potentially having a presentation on this.
4. Presentation from Blake with Vericom on expense management best practices that covers multiple services
   * + - **Sponsorship Levels**
         * Need to also start thinking about what Sponsorship Levels look like for the 2021 Expo.

Below are the Sponsorship Levels we offered last year:

ACEC/NC Member Vendor Booth - $250

Non-Member Vendor Booth - $500

**Platinum Sponsor -** $600

Company name/logo on sponsor board displayed during registration and networking

Company name/logo printed in event program

Verbal acknowledgement during the Welcome

Ability to address attendees from the podium

Vendor booth

3 complimentary registrations

**Gold Sponsor -** $350

Company name/logo on sponsor board displayed during registration and networking

Company name/logo printed in event program

Verbal acknowledgement during the Welcome

3 complimentary registrations

**Silver Sponsor -** $200

Company name/logo on sponsor board displayed during registration and networking

Company name/logo printed in event program

Verbal acknowledgement during the Welcome

1 complimentary registration

* Open Discussion/Miscellaneous Items:
  + - Tuesday, March 30 10:30 – 11:30
      * ACEC National Webinar titled “Inside the Buyer's Brain – Insights from the New Study” Why do companies select one professional services firm over another?