

# TOGETHER TOWARD TOMORROW



## **Criterion Engineers Conference**

October 3 - 6, 2019

Westin Tampa Bay – Tampa, Florida





August 13, 2019

Dear Criterium Affiliates, Staff and Guests,

We are **so excited** to welcome all of you to our **Criterium Engineers Conference** in Tampa, Florida from October 3 – 6, 2019!

The future of our organization is bright, and the conference's theme of **"Together Toward Tomorrow"** exemplifies our path forward.

Over the course of our time together in Tampa, we will experience a combination of technical and business related workshops, continuing education offerings, and perspectives from external speakers and colleagues. We'll also have time to recognize those individuals that continue to make a difference across the organization.

Simply put, the conference will be a wonderful opportunity to bring the entire organization together for learning and development opportunities, relationship building, and shared experiences.

We recognize that attending the conference is a substantial investment. With this in mind, we have developed a robust agenda that offers breadth and depth in support of maintaining and growing a successful company. We have also dedicated financial resources to fund continuing education units for participants while also ensuring registration fees remain reasonable and encourage attendance.

With this year's conference theme in mind, it will be our collective engagement and participation that produce the most impactful ideas, strongest relationships, and shared success.

We look forward to seeing you all in Tampa!

Sincerely,

A handwritten signature in black ink, appearing to read "David Leopold".

David Leopold

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# TOGETHER TOWARD TOMORROW...

We are an organization of people – talented and unique individuals, each with something to contribute – and this year's conference celebrates how we can all come together to be bigger as a whole than as individuals.

TOGETHER ... Our People, Affiliates and Clients

TOWARD ... Results, Value, Profitability, Delight

TOMORROW ... Short-term, Long-term and Through Succession

As you review the 2019 Conference Agenda, you will find sessions that will

- ✓ provide a greater understanding of our clients the markets we serve,
- ✓ develop your skills in various service areas,
- ✓ give engineers and technicians the ability to learn and earn certified CEUs,
- ✓ present new ideas and initiatives related to marketing your business,
- ✓ address important HR issues,
- ✓ test your understanding of managing risk, and
- ✓ allow everyone to share ideas!



Plus, we're going to have fun!

We will have some important opportunities for sharing information. The **Criterion Building Teams** will solicit input for their respective initiatives and we will do some brainstorming on community service ideas. We want you there to help set the course for our future.

*If everyone is moving forward together, then success takes care of itself.*

–Henry Ford

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# REGISTRATION FORM

***Return By:*** September 3<sup>rd</sup>, 2019

**Note:** This is not a hotel registration. Hotel reservations must be made separately by calling the Westin Tampa Bay at (813) 281-0000. Be sure to ask for the Criterium Engineers Conference rate, or use our booking link:

<http://bit.ly/CriteriumConference>

**Registration Fee Schedule:** The registration fee covers only a portion of the cost to produce the Conference. It helps assure a conference of the quality you deserve. Please review the fee schedule on the next page carefully.

*Early Registration Rates are only valid until September 3<sup>rd</sup>. Register now!*

**Full Registration Package:** Includes all sessions, continental breakfast, lunches, breaks, Thursday Reception, and Saturday Awards Banquet.

**Excursions:** Full details on excursion options and fees are included.

**Conference Agenda:** Please see the enclosed Conference Agenda for full session descriptions. On pages three and four (Session Sign-Up Form), you will need to select the sessions you'd like to attend.

**Continuing Education:** 4 CEU's from ICC are available if participating in all 4 hours. These CEU's also get counted towards B1 Certification for those earning credits towards that certification. 2 CEU's are available from Dow. Criterium will provide certificates of participation in our technical presentations.

**Instructions:** Complete the Registration Fee Form and Session Sign-Up Form for all people attending from your office.

**Please e-mail registration forms to Barbara Whiton  
whether paying by check or credit card**

[bwhiton@criterium-engineers.com](mailto:bwhiton@criterium-engineers.com)

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# Registration Fee Form

OFFICE: \_\_\_\_\_

	Early Registration (paid by Sept. 3)	Late Registration (paid after Sept. 3)	Number	Total
Office Principal – <i>full registration</i>	\$645.00	\$745.00	_____	_____
1 <sup>st</sup> Staff Member– <i>full registration</i>	\$545.00	\$645.00	_____	_____
Each additional staff member	\$495.00	\$595.00	_____	_____
Guests (all meals)*	\$375.00	\$375.00	_____	_____
Reception & Banquet Only	\$175.00	\$175.00	_____	_____

\*includes reception, banquet, two breakfasts and two lunches

**REGISTRATION SUBTOTAL** \$ \_\_\_\_\_

NAME (as it should appear on name badge)	BANQUET (Circle one for each person)		
	Chicken	Lamb	Risotto
	Chicken	Lamb	Risotto
	Chicken	Lamb	Risotto
	Chicken	Lamb	Risotto

**BANQUET CHOICES:**  
 Roasted **Chicken** "Marsala" – vegetable ragout, wild mushrooms, potato florentine, heirloom tomato concasse  
 Colorado **Lamb** Chops – smoked cipollini onions, fingerling potatoes, collard greens, charred tomato nage  
 Parmigiano-Reggiano **Risotto** – black truffle butter, sweet vidalia onions, braised shiitakes

## Excursions (see attached for more information)

- Daytime (for those not attending regular conference sessions. Only reception and banquet meals apply.)
  - Thursday, Oct. 3<sup>rd</sup> – Doers Window Manufacturing tour - \$15.00 per person
  - Friday, Oct. 4<sup>th</sup> – The Florida Aquarium - \$50.00 per person
  - Saturday, Oct. 5<sup>th</sup> – Ybor City history tour - \$25.00 per person
- Evening (for anyone attending)
  - Friday, Oct. 4<sup>th</sup> – Trip to Clearwater Beach/Pier 60 - \$25.00 per person

NAME	EXCURSION			
	Doers	Aquarium	Ybor City	Clearwater
	Doers	Aquarium	Ybor City	Clearwater
	Doers	Aquarium	Ybor City	Clearwater
	Doers	Aquarium	Ybor City	Clearwater

**EXCURSION SUBTOTAL** \$ \_\_\_\_\_

**TOTAL AMOUNT** \$ \_\_\_\_\_

Please enclose a check for the TOTAL amount, payable to Criterium Engineers or:

Credit Card # \_\_\_\_\_ Expiration \_\_\_\_/\_\_\_\_

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## Session Sign-Up Form (See Agenda in this packet for full session details)

Thursday, October 3 <sup>rd</sup>					
TIME	SUBJECT	NAME	NAME	NAME	NAME
1:00 – 4:00 pm	Doers Window Manufacturing Tour				
6:00 – 9:00 pm	Opening reception				

Friday, October 4 <sup>th</sup>					
TIME	SUBJECT	NAME	NAME	NAME	NAME
8:00 – 9:00 am	General overview				
9:00 – 10:00	Real Estate Market Overview				
10:00 – 11:00	Building Science for Today's Builders				
<b>Concurrent Sessions</b>	Brainstorming community service ideas using "Design Thinking" techniques				
	Updates to RFS & TS Inspections and Reports				
	ICC 2015 IRC Townhome and Multi Family Code Requirements (4-hours)				
12:00 – 1:30	<b>LUNCH (working/training lunch for Criterium Building Teams)</b>				
<b>Concurrent Sessions</b>	Client Communications				
	Standard Template Discussions/Reviews				
	ICC 2015 IRC Townhome and Multi Family Code Requirements (continued)				
<b>Concurrent Sessions</b>	Digital Marketing & Website				
	Sealants 101				
	ICC 2015 IRC Townhome and Multi Family Code Requirements (continued)				
<b>Concurrent Sessions</b>	Cost Segregation Studies				
	Dow Building Products				
	ICC 2015 IRC Townhome and Multi Family Code Requirements (continued)				
6:00 – 9:30	<b>EXCURSION – Pier 60 // Clearwater Beach</b>				

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Saturday, October 5 <sup>th</sup>					
TIME	SUBJECT	NAME	NAME	NAME	NAME
8:00 – 9:00	General overview				
9:00 – 10:00 <b>Concurrent Sessions</b>	HR for Small Businesses				
	Engineering Project Management				
10:00 – 11:00	Risk Management				
11:00 – 12:00 <b>Concurrent Sessions</b>	Valuing Your Business & How To Enhance It				
	Technical Session – Round Robin				
12:00 – 1:30	<b>LUNCH</b>				
1:30 – 2:30	Advisory Rotating Discussion				
2:30 – 3:30 <b>Concurrent Sessions</b>	Hiring and Talent Management				
	Inspection Manager Training				
	HVAC Mechanical Inspections				
3:30 – 4:30 <b>Concurrent Sessions</b>	Growing an Office				
	EFT Policy Review				
6:00 – 9:00	<b>BANQUET</b>				

## 2019 CONFERENCE AGENDA

**Thursday, October 3<sup>rd</sup> – 6:00 PM – 9:00 PM – Opening Reception**

**Friday, October 4<sup>th</sup>**

TIME	SUBJECT	SPEAKER	DESCRIPTION
8:00 – 9:00	General overview	David Leopold	Welcome to our 2019 conference: Together Toward Tomorrow!
9:00 – 10:00	Real Estate Market Overview	Dr. Chris Jones, Professor of Economics, University of South Florida	An overview of the macroeconomic trends in US economy and broader real estate market.
10:00 – 11:00	Building Science for Today's Builders	Dean Potter, VP Quality and Home Production, K. Hovnanian	Dean Potter will lead a discussion about current and emerging trends and technologies in building science for the residential markets.
11:00 – 12:00	Brainstorming community service ideas using "Design Thinking" techniques		A session focused on identifying a common community service theme for the enterprise.
	Updates to RFS & TS Inspections and Reports	H. Alan Mooney, P.E.	Recent updates to be incorporated into Reserve Fund Studies and Transition Studies based on recent CAI and industry recommendations.
	ICC 2015 IRC Townhome and Multi Family Code Requirements	ICC	ICC will be presenting a 4-hr continuing education course examining critical concepts of multi-family dwellings and townhouses in the 2015 International Residential Code® (IRC®). This includes topics related to exterior wall construction, ventilation, fire separation, accessibility, smoke and fire alarm, and other topics related specifically to our inspections.
12:00 – 1:30	<b>LUNCH</b> <b>(working/training lunch for Criterium Building Teams)</b>		
1:30 – 2:30	Client Communications	Cole Smith	A session focused on identifying new potential clients, communications with clients, and how to be a salesman for your knowledge and expertise. Some role playing exercises will keep it lively!
	Standard Template Discussions/Reviews	Corporate Engineering Team	Roundtable discussion regarding status of standard templates: HI, RFS, TS, PCA, ESA. We will also discuss the current RFS Excel Workbook for training and recommendations.
	ICC 2015 IRC Townhome and Multi Family Code Requirements	ICC	Continuation of above program



2:30 – 3:30	Digital Marketing & Website	Peggy Leonard	10 things you can do to increase your company's visibility – and most are free!!
	Sealants 101	Dow representative	A Dow representative will lead a seminar on sealants. Product information as well as pull-test procedures will be covered.
	ICC 2015 IRC Townhome and Multi Family Code Requirements	ICC	Continuation of above program
3:30 – 4:30	Cost Segregation Studies	Jack Carr, P.E.	What are Cost Segregation Studies and why they fit into our business.
	Dow building products	Dow representative	A second hour of Dow providing some product information regarding their building products.
	ICC 2015 IRC Townhome and Multi Family Code Requirements	ICC	Continuation of above program
6:00 – 9:30	<b>EXCURSION – Pier 60 // Clearwater Beach</b>		

### Saturday, October 5<sup>th</sup>

TIME	SUBJECT	SPEAKER	DESCRIPTION
8:00 – 9:00	General Overview	Alan Mooney & Rebecca Costigan facilitators	(4) 10-15 minute presentations on some exciting projects our company has been working on in the last couple years.
9:00 – 10:00	HR for Small Businesses	Maureen Wedge, Quad Group	HR best practices for small businesses.
	Engineering Project Management	Deb Adams, Becki Steinberg, Eulla Brown	How to track and evaluate project profitability.
10:00 – 11:00	Risk Management	Mike Herlihy, Ames & Gough	Risk management includes policies, contracts, certificates/additional insured, document retention, site safety and more. This interactive session will allow you to work with real-life situations and find the best path to reducing risk as an individual and for the company.
11:00 – 12:00	Valuing Your Business & How To Enhance It	Frank Williamson, Oaklyn Consulting	Hear from an industry expert regarding best practices for valuing your business and approaches to succession planning.
	Technical Session – Round Robin		Back by demand – our round robin technical session with technical leaders having small group discussions on industry topics. Each discussion will be about 10 minutes long and topics to include: wood framing, liquid-applied fluid air/water barriers, balcony/deck inspections, stucco.

12:00 – 1:30	<b>LUNCH</b>		
1:30 – 2:30	Advisory Rotating Discussion	Criterion Building Teams	Group discussion providing ideas and areas of focus for Criterion Building Teams.
2:30 – 3:30	Hiring and Talent Management	Maureen Wedge, The Quad Group	Recruiting, hiring and on-boarding strategies for small businesses.
	Inspection Manager Training	Michael Studds	An interactive session focusing on the best practice to efficiently use Intuitive Inspection.
	HVAC Mechanical Inspections	CJ Thouret	A session to discuss some HVAC equipment basics and how to navigate the many components of HVAC systems for inspection and reporting.
3:30 – 4:30	Growing an Office	Panel discussion	Hear from various affiliates about their experiences and perspectives on growing their office.
	EFT Policy Review	Deb Adams, Michael Studds, Eulla Brown	Your role as an EFT for our quality team.
6:00 – 9:00	<b>BANQUET</b>		

## Doers Window Manufacturing Tour

Thursday, October 3<sup>rd</sup> 1:00 pm – 4:00 pm

**\$15** per person (includes transportation)

Go on a tour of the Doers Window Manufacturing facility to see how modern windows are made.

“Doers designs and builds windows made specifically for the southern coastal region, with an emphasis in the state of Florida. Specializing in energy efficient uPVC vinyl products, Doers is particularly known for the highly demanded 4000 Series, the ideal high production window unit, offering frame, glazing and impact resistant options.” The tour will be followed by a presentation by Criterium Engineers’ Michael Studds on ASTM E1105, the Standard Test Method for Field Determination of Water Penetration of Installed Exterior Windows, Skylights, Doors, and Curtain Walls



## The Florida Aquarium and a dolphin cruise

Friday, October 4<sup>th</sup> 10:00 am – 3:00 pm

**\$50** per person (includes transportation to the Aquarium, admission and the cruise)



Established in 1995, **The Florida Aquarium** enables you to get up close to many of Florida’s aquatic and terrestrial animals and ecosystems, as well as others from around the world. More than a must-see attraction, the Aquarium works to protect and restore our blue planet on many conservation fronts, including research and rescue efforts that help restore Florida’s sea

turtle and coral populations and to ensure that sharks continue to swim our seas. There are 14,000 animals in the facility!

On this excursion, you will be able to browse the aquarium, enjoy lunch at Café Ray (all-American grill) and then board the Bay Spirit II, a 72-foot catamaran, for a 75-minute cruise experience (guided by one of The Florida Aquarium’s experienced naturalists) to see Tampa Bay wildlife, spot wild dolphins and view the incredible ecosystem of Tampa Bay and the abundance of wildlife that calls it home.

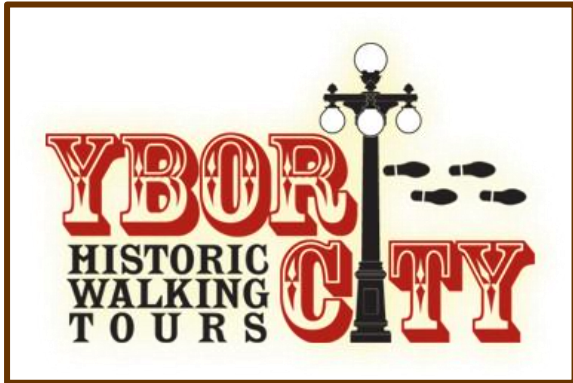


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# Ybor City Historic Walking Tour

Saturday, October 5<sup>th</sup> 10:00 am – 3:00 pm

**\$25** per person (includes transportation and the walking tour fee)



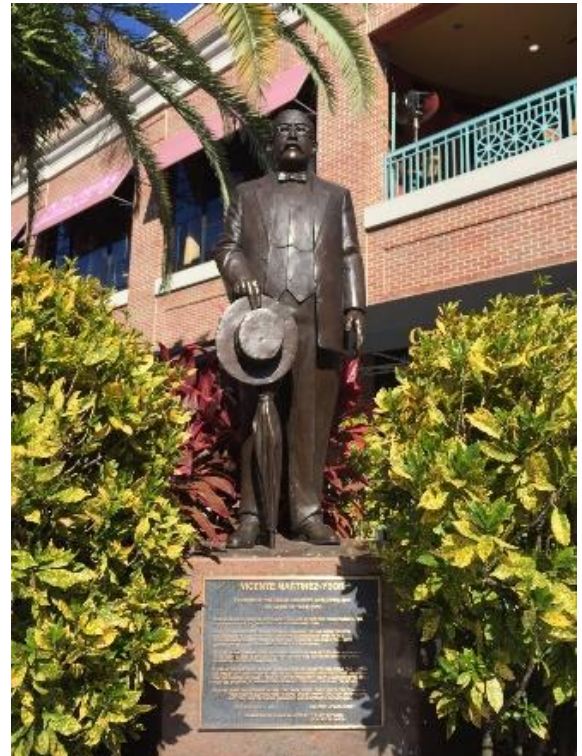
Stroll through Ybor City, a National Historic Landmark District in Tampa on a guided walking tour, then spend a little more time exploring on your own.

You will be led by a knowledgeable and entertaining guide, well-versed in all aspects of Ybor City history. There will be a walk down “La

Septima Avenida” (Seventh Avenue) or “Broadway,” as residents know it. Seventh Avenue is not just a street but the heart of a special community, and has been designated one of the American Planning Association’s (APA) Great Streets in America for its history and character.

Ybor City was founded in the 1880s by Vicente Martinez-Ybor and other cigar manufacturers and was populated by thousands of immigrants, mainly from Cuba, Spain, and Italy. For the next 50 years, workers in Ybor City's cigar factories rolled hundreds of millions of cigars annually.

Lively Ybor City is known for boutiques and vintage shops on 7th Avenue, which also hosts Cuban and Latin American eateries. The Centro Ybor mall offers indie fast food, bars, and a cinema. Housed in a 1920s bakery, Ybor City State Museum has exhibits on the cigar industry and the area’s immigrant communities.





## FRIDAY EXCURSION to CLEARWATER BEACH – October 4<sup>th</sup> 6:00 – 9:30 pm

Cost: **\$25**/per person (Transportation only)



**Pier 60** in Clearwater Beach is a 1,080 foot long pier extending into the Gulf of Mexico. You'll be astounded by the panoramic views. **Sunsets at Pier 60 Daily Festival** on Clearwater Beach offers a nightly sunset celebration with music, artisans, crafters, street performers and access to the beach, restaurants and shops.

**Clearwater Beach** offers 2-½ miles of soft white sand with a variety of restaurants from casual to fine dining, boutiques and attractions, all within walking distance of Pier 60. Open-air dining, the freshest seafood, unique shops for fresh Florida fashion. You might not want to leave!



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