

Morning Session

Top 4 Issues Facing the Construction Industry (RCPC)

Room 11B

Session: 9:30 a.m. to 11:00 a.m.

On August 11, 2010, the Regional Construction Procurement Committee conducted a half-day symposium with 50 of San Diego's leading Subject Matter Experts (SME's) to seek collaborative solutions to four of the region's top design and construction issues. The SME's engaged in substantive dialog, shared experiences, presented research/data, and developed practical solutions for public agencies and the industry in the areas of Alternative Delivery Methods, Lean Construction/BIM, Water and Other Natural Resources, and Delivering Quality in the New Millennium. The four expert groups compiled a white paper setting forth the most substantive findings of the symposium. It is intended that this white paper become a blueprint for better planning, design and construction in the San Diego region in the next decade (2011-2020). RCPC will present the White Paper to some of the region's top public agency executives at this town hall meeting. Join us to discover how you can help to further the symposium's initiatives.

Moderator – Dave Umstot, Vice Chancellor, San Diego Community College District

1. Program Delivery Methods
 - a. Panelist – Jim Gillie, Sr. Director of Construction Services, University of California San Diego
 - b. White Paper Contributors
 - i. Richard Meler, RW Meler Consulting
2. Lean Lifecycle/BIM
 - a. Panelist – Iraj Ghaemi, Director of the Facilities Development Department, San Diego County Regional Airport Authority
 - b. White Paper Contributors
 - i. Richard Nowicki, NTD Architecture
3. Water & Other Natural Resources
 - a. Panelist – Vic Bienes, Engineering Manager, San Diego County Water Authority
 - b. White Paper Contributors
 - i. Leslie Dobalian, San Diego County Water Authority
 - ii. Bill Kennedy, Brown & Caldwell
 - iii. Bob Kennedy, Otay Water District
 - iv. Troy Pyles, Vanir Construction Management
4. Delivery Quality in the New Millennium
 - a. Panelist – Ramin Abidi, Public Works Construction Engineer Manager, County of San Diego
 - b. White Paper Contributors
 - i. Hossein Ruhi, Metropolitan Wastewater

Moderator:



David Umstot, PE, is Vice Chancellor of Facilities Management for the San Diego Community College District overseeing a \$1.55 billion construction bond program, facilities services, and police functions for the District. Prior to SDCCD, he worked for the San Diego Unified School District as the Executive Director of Facilities, responsible for implementation of its \$1.51 billion Proposition MM capital construction bond program and management of its \$131 million annual physical plant operations. Before entering the educational facilities market, Umstot had extensive experience in commercial and public agency construction most recently as Vice President of Operations for Syska Hennessy Group Construction. He earned a B.S. degree from the University of the Pacific and a Master of Engineering from Colorado School of Mines. He currently serves on the board of the Community College Facility Coalition (CCFC) as well as the advisory board for the San Diego Chapter of the Lean Construction Institute.

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Panelists:



Ramin Abidi has 27 years of construction management experience in a variety of infrastructure projects. He currently manages the capital improvement construction program for the County of San Diego – Department of Public Works. As a former Area Construction Manager for Caltrans, he managed a \$200 million/year construction program in four different Counties in the San Francisco Bay area. As Resident Engineer for the Bay area, he managed numerous Caltrans construction projects, most notably the construction of the \$57 million SR85/87 Interchange project in Santa Clara County and the \$120 million San Mateo-Hayward Bridge Seismic Retrofit project. Abidi has a BS degree in Civil Engineering and a MS degree in Civil/Structural Engineering. He is registered as Professional Engineer (Civil Engineer) in the state of California and is a member of the Construction Management Association of America (CMAA).



Iraj Ghaemi has over 25 years of diversified professional experience, of which the last 16 years have been in leadership and management positions for transportation programs in the public and private sectors. Currently, Ghaemi is the Director of the Facilities Development Department (FDD) for the San Diego County Regional Airport Authority (SDCRAA). Prior to his current position, for three years he was the deputy director of FDD, and for over six years, he was the Assistant Director of Engineering-Airport for the San Diego Unified Port District. Prior to joining the Port of San Diego, he was the Regional Manager for a multidiscipline international engineering consulting firm. Ghaemi has a Bachelor of Science in Civil Engineering from Brigham Young University and is a Registered Civil Engineer in the States of California and Arizona.



Vic Bienes is an Engineering Manager with the San Diego County Water Authority, overseeing the Design Group for the Water Authority's Capital Improvement Program (CIP). Prior to joining the Water Authority, he served as Deputy Director of the city of San Diego's Water Department CIP. Bienes's extensive experience includes construction management, project management, and design, and he earned a B.A. in Civil Engineering from San Diego State University and a MBA from the University of Riverside. He is a California registered civil engineer.



Jim Gillie started a 22 year career with Blake Construction Co. Inc. in its main office in Washington DC. In 1983 Jim was transferred to San Diego, CA to be the project manager on Blake's \$100 million Navy Hospital project in Balboa Park. In San Diego Gillie became involved in the local chapter of the Associated General Contractors, serving 10 years on its newly formed Apprenticeship Training Trust and as a member of the Board of Directors. He was Vice President of West Coast Operations for Blake when, in 2000 he joined the Facility Design and Construction Department of the University of California, San Diego as Director of Construction Services. UCSD currently manages over two billion dollars worth of design and construction work at its main campus, Hillcrest Hospital and Scripps Institution of Oceanography. Gillie graduated from Penn State with a degree in Architectural Engineering.

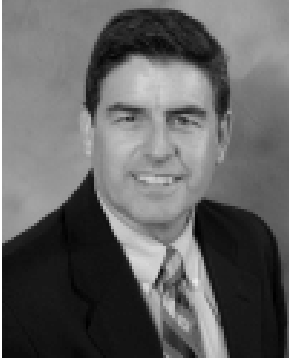
Morning Session

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Panelists, continue:



Jim Linthicum is Director of Mobility Management and Project Implementation, San Diego Association of Governments (SANDAG). He is responsible for engineering and construction of transit facilities throughout the San Diego region; oversight and delivery of the region's *TransNet* highway projects; and planning, implementation, and operation of the region's intelligent transportation systems and transportation demand management programs. He has 31 years of transportation engineering experience working with SANDAG, the Metropolitan Transit Development Board (MTDB) and the California Department of Transportation (Caltrans). Linthicum is a member of the American Society of Civil Engineers and the Association for Conflict Resolution and sits on the San Diego Superior Court Civil Mediation Panel. Linthicum earned his Bachelor's degree in Civil Engineering from the Pennsylvania State University and has completed the Engineering and Management Program at the University of California at Los Angeles. He is a licensed civil engineer in the State of California.

Morning Session

Billion Dollar Programs Underway in San Diego (Part I)

Room 9

Session: 10:00 a.m. to 11:30 a.m.

This workshop provides attendees with information on major infrastructure projects in the San Diego area worth billions of dollars. Hear from executives responsible for projects with Caltrans, Navy Facilities Engineering Command (NAVFAC)/Camp Pendleton, San Diego Association of Governments (SANDAG), San Diego Gas & Electric (SDG&E), San Diego County Regional Airport Authority, and the San Diego Unified School District. Senior level project managers will provide in-depth background for each project and its impact to the region, highlight specific project components that will go out to bid, and identify recruiting and outreach strategies for small business participation on upcoming contract opportunities. Learn more about these important programs and their significance to the San Diego region's military, education, utilities, and transportation.

Two workshop sessions will be offered for this topic:

Part I 10:00 AM NAVFAC, SANDAG, SDG&E

Part II 2:30 PM Caltrans, Airport Authority, San Diego Unified School District

Moderator:



Marc McIntyre, PE, has over 28 years of industry experience and currently serves as the executive vice president of Simon Wong Engineering's Construction Management and Inspection Division. He has been involved in the management of all phases of construction engineering for a variety of projects including staged freeway construction, bridge construction, bridge widenings, private subdivisions and associated infrastructure, drainage, sewer and waterline installation, and utility installation and coordination. McIntyre has supervised, managed, and trained a multi-disciplinary staff of approximately 40 individuals. He has maintained direct communication and interaction with consultant and Caltrans designers/inspectors, local water agencies, utility agencies, SANDAG, local politicians, community leaders, and the media.

Panelists:



Richard Chavez is a Principal Transportation Engineer with the San Diego Association of Governments (SANDAG). He has been with SANDAG for 12 years and currently manages SANDAG's *TransNet* Project Office. He oversees the development of major highway and transit congestion relief projects funded by the region's \$14 billion *TransNet* half-cent sales tax program. He oversees \$275 million of engineering consultant contracts used to facilitate the delivery of transportation projects for Caltrans, MTS, NCTD, and the Unified Port of San Diego. Chavez manages the *TransNet* Dashboard that provides access to current project schedule, budget, and expenditure information. The Dashboard is a key element of the larger, comprehensive KeepSanDiegoMoving.com Web site. Prior to SANDAG, Chavez worked for Caltrans for 10 years and is a graduate of Colorado State University. He has been a California Registered Professional Engineer since 1991.



Patrick Lee is vice president of the Sunrise Powerlink project for San Diego Gas & Electric (SDG&E), one of Sempra Energy's regulated California utilities. Sempra Energy is a San Diego-based Fortune 500 energy services holding company whose subsidiaries provide electricity, natural gas and value-added products and services. SDG&E provides service to 3.4 million consumers through 1.4 million electric meters and more than 840,000 natural gas meters in San Diego and southern Orange counties. Lee leads the engineering, procurement, and construction of the largest infrastructure project in the utility's history, the Sunrise Powerlink 500-kilovolt transmission line. Prior to his current position, Lee was vice president of energy supply for Sempra Generation, which operates power plants for competitive power markets in North America. Before joining SDG&E in 1991, Lee worked for Sacramento Municipal Utility District and the Electric Department at the City of Roseville, California. Lee has a bachelor's degree in electrical engineering from San Diego State University and a master's degree in electrical engineering from California State University, Sacramento. He is a registered professional electrical engineer in California.

Morning Session

Billion Dollar Programs Underway in San Diego (Part I)

Room 9

Session: 10:00 a.m. to 11:30 a.m.

Panelists, continue:



Kim Bourgeois is the Deputy for Small Business Programs of Naval Facilities Engineering Command (NAVFAC) Southwest, Officer in Charge of Construction (OICC) Marine Corps Installations West (MCIWEST). Bourgeois is responsible for the Small Business Program for seven Marine Corps Installations. Bourgeois has 25 years of federal procurement experience. She began her federal career in 1985 at the Facilities Maintenance Department (FMD) on Marine Corps Base, Camp Pendleton. She was promoted to a procurement clerk and worked at the Resident Officer in Charge of Construction (ROICC) Camp Pendleton. In 1990, she was promoted to a contract specialist in the newly formed acquisition field. She gained a wide range of procurement experience throughout her career. Kim graduated in 1976 from Sophia University in Tokyo, Japan with a B.A. in history and political science. She graduated in 1980 from Chapman University in Orange, CA with a California elementary teaching credential.

Morning Session

Show Me the Money – A Financial Workshop for Small Businesses

Room 10

Session: 10:00 a.m. to 11:30 a.m.

Learn about the different financing options available for local businesses. Hear from the SBA how new legislation will or will not affect small businesses and what will be available to you in the near future. Explore business opportunities with government agencies and hear what is happening in the world of government procurement.

Moderator:

Maria Hughes is the Lender Relations/Business Development Specialist for the U.S. Small Business Administration (SBA) San Diego District Office. She is responsible for marketing SBA's financial and management assistance programs in San Diego and Imperial counties. Her other responsibilities include assisting with the Government Contracting program, oversight of the Small Business Development Center Program as Project Manager, and working with the SBA Surety Bond Program. Hughes has been with the SBA working in Government Contracts, Finance and Business Development for more than 15 years. Prior to SBA, she worked for the Navy at Naval Ocean Systems Center (currently known as SPAWAR) as a contract negotiator. Additionally, she has experience in the insurance industry as a medical reviewer. Hughes is certified as a legal nurse consultant through UCSD, and earned her Bachelor's Degree in Finance as well as an MBA/JD from National University.

Panelists:



Susan Lamping, Senior Community Loan Officer at CDC Small Business Finance, has overseen the Community Lending activities at the CDC for the past seven years. She acts as the liaison for the technical assistance and financing needs of small businesses in San Diego, Orange, Riverside, San Bernardino and Imperial Counties, utilizing partner organizations to link clients with the appropriate business assistance. In partnership with some of the local banks in San Diego, she assists borrowers in acquiring SBA financing as well as financing through alternative sources. Prior to this, Lamping was the Vice President of Lending and Marketing at ACCION San Diego, a local micro lending organization, where she managed all aspects of lending, marketing and outreach targeted towards underserved business owners. After graduating with a degree in Economics and a minor in Spanish, she worked as a teacher and teacher trainer in Nepal with the US Peace Corps, taught high school math, English as a second language, and held several positions in a research capacity. Lamping received her Master's degree in International and Intercultural Management from the School for International Training and is proficient in three languages.



Robert Lopez joined ACCION San Diego in March of 2008 as the Director of Lending. He is responsible for lending staff supervision and training, program development, underwriting, loan portfolio quality and management, loss mitigation and recovery, development of bank and community partner relationships, and community outreach. He has almost 10 years experience in small business banking and lending and is bilingual in English and Spanish. Prior employment includes work with Union Bank of California, California Coast Credit Union, Coast Central Credit Union, & Fannie Mae. Lopez serves on the CDC Bankers Board and is the former Graduate Student Association President at SDSU. In his spare time, he enjoys volunteering, traveling and attending live sporting events. Lopez received a B.A. in Urban Studies, with an emphasis in Public Administration from San Diego State University and is currently enrolled in the Masters of Public Administration Program at SDSU.

Morning Session

Show Me the Money – A Financial Workshop for Small Businesses

Room 10

Session: 10:00 a.m. to 11:30 a.m.

Panelists, continue:



Tom Woolway joined Torrey Pines Bank in 2003 and is a Senior Vice President/Regional Manager. He oversees the activities of the Bank's Carmel Valley Office, Carlsbad Office and Private Banking Office. He is responsible for the production of loans, generation of deposits and management of loan portfolios. Woolway has a 26-year banking career in the San Diego market working with various local banks in positions ranging from Regional Bank Managers, Private Banking Lender, Commercial Lending Officer and Commercial Real Estate Officer. Prior to his career in financial services, Woolway served in the U.S. Navy as a Commissioned Officer, retiring at the rank of Commander. Woolway received his Bachelors degree in Business Management from Loyola Marymount University in Los Angeles, his Master's degree in Corporate Finance from the University of Southern California, and earned a certification from the Pacific Coast Banking School at the University of Washington, in Seattle, WA.



Michael McCraw has held various administrative and management positions during the past 30 years in both the public and private sectors. For 20 years McCraw has served as President and CEO of California Southern Small Business Development Corporation and California Southern Investment Corporation. He served as the first executive director for the State of Michigan Minority Technology Council. McCraw has operated his own consulting firm providing conventional financing and equity capital acquisition services and hosted the television show "Business to Business". McCraw has served on numerous boards including the U.S. Department of Commerce MBDA Access to Capital Task Force, Clearinghouse CDFI New Markets Tax Credit Advisory Board, State of California Association of Financial Development Corporations, the City of San Diego Ad Hoc Audit Committee, and the San Diego Foundation. He is currently a member of the Board of Directors for High Tech High Charter School and the San Diego Neighborhood Funders. McCraw earned his BA Degree at the University of California, San Diego, and served four years in the U.S. Navy and four years as a member of the U.S. Coast Guard.

Morning Session

Social Media Marketing – Cutting Edge Businesses Making it Work

Room 11A

Session: 10:00 a.m. to 11:30 a.m.

Social media has changed how organizations communicate their messages to businesses, the public and new audiences. This panel will provide a practical guide to the benefits of integrating Web marketing strategies into your marketing plan, which options should be considered, and how to effectively use these strategies when targeting government customers and contractors. Hear from experts with public agencies and private companies who specialize in social media, websites, search engine optimization, and business intelligence solutions. Join us for a discussion on how to take advantage of today's web technologies and the interactive opportunities associated with these e-marketing strategies.

Moderator:



Frank Boss, Jr. is the owner and founder of Power Find Business Intelligence and has been a competitive business intelligence professional since 1995. He has also served as a senior non-commissioned intelligence officer and senior analyst with the 1st Marine Expeditionary Force, Camp Pendleton from 1997 to 2001 providing combined tactical and national level intelligence analysis to command staff and senior decision-makers. His education and past experience as a business owner and information analyst involves understanding how markets work and function. His expertise in researching and analyzing growth, trends and distribution channels within specific market segments results in practical and innovative strategies for business success. Power Find Business' specific understanding of the dynamics for web-based E-commerce strategies and E-tail schemes has fostered the development of national brand product web-marketing campaigns and interactive marketing plans for their clients.

Panelists:



Beverly Trout has launched the First In Network, a new division of the newly formed Local Media of America—XX1090AM Sports Radio, 91X, Magic 92.5, Z90, The Walrus 105.7FM, and the San Diego Padres Broadcasts. The First In Network will localize sponsorship content through radio, digital, and event marketing. The First In Network is designed to provide small businesses with an affordable way to ensure a return on investment. Beverly has pioneered sponsorship initiatives in San Diego Radio for 25 years. Trout has developed measurable results for a wide range of product categories including food and beverage, banking, real estate, entertainment, home developers, home improvement, medical, manufacturers, automotive, and public agencies.



Tedi Jackson is the principal in Humanability, a certified small, woman-owned business enterprise specializing in strategic public relations and resource conservation planning. She has a lifetime of experience in developing and implementing innovative communications programs in government, public and media affairs, community and business outreach, construction/utility relations, marketing and advertising, resource conservation, and event management. Prior to forming her firm, Jackson served as public affairs manager for Western Municipal Water District in Riverside County. She also served as a supervising public information officer for the city of San Diego Water Department for over eight years where she managed community and media relations related to the operations and maintenance of the largest water utility in San Diego County. Jackson earned her B.A. degree in Urban Planning from UCSD and holds a Certificate in Public Involvement from the International Association of Public Participation Practitioners.

Morning Session

Social Media Marketing – Cutting Edge Businesses Making it Work

Room 11A

Session: 10:00 a.m. to 11:30 a.m.

Panelists, continue:



Denise Vedder is the Public Affairs Manager for the San Diego County Water Authority. She joined the organization in 2008, and oversees the external outreach programs, including the website and social media efforts. Prior to joining the Water Authority, she was the Communications Manager for the City of Carlsbad. In that role, she established the first communications office for the city, and worked bringing a new website and introducing social media efforts to the city. Vedder also was a public information officer for the San Diego District Attorney and served as Communications Director for the Building Industry Association of San Diego County. She has a BA in journalism from San Diego State, and is active in the San Diego Press Club.



Jonathan Mast is the Emerging Media Manager in the Global Marketing & Communication team for Black & Veatch, a leading global engineering, consulting and construction company. He is responsible for overseeing the company's emerging media strategy for both internal and external audiences. Prior to joining Black & Veatch, he was the manager of internal communications for the largest provider of innovative claims and productivity management solutions in the U.S. and Canada where he also co-hosted one of the first recognized internal podcast to the company's 6,000+ employees on a weekly basis.



Gayle Lynn Falkenthal is President of the Falcon Valley Group, a San Diego based public relations consulting company. She spent 15 years as an award-winning broadcast editor and producer before transitioning into a public relations career. Falkenthal represented the American Red Cross, San Diego County District Attorney, San Diego Convention Center Corporation, San Diego County Water Authority, and San Diego City Councilmember Dick Murphy before starting her own practice. Falkenthal is known for her exceptional expertise in crisis communications, media relations, media training, and strategic planning. Falkenthal holds Accreditation in Public Relations, which represents the top two percent of all public relations professionals in the United States and is an author of the crisis communications portion of the Accreditation exam. She earned both her Bachelor of Arts degree and a Master of Science degree in Mass Communication from San Diego State University, and is an adjunct professor in the School of Journalism & Media Studies.



Johnny Chan is a strategist, marketer, blogger and popular speaker on the past, present and future of marketing. Johnny serves as the Chief Marketing Officer, lead lecturer, facilitator, and program designer in eBoost Consulting's Executive Education courses in San Diego, leading companies and audiences to breakthrough insights and actionable strategies. His project management background emphasizes sound group dynamics and team alignment as he presents on cutting-edge and time-applicable marketing strategies and tactics.

Morning Session

State of California's e-Procurement System

Room 8

Session: 10:00 a.m. to 11:30 a.m.

State of California agencies strive to award 25 percent of their annual contract dollars to certified Small Businesses and 3% to certified Disabled Veteran Business Enterprises, with a 5 percent bid preference to these firms in the formal bid process. You will learn how to participate in the State's new e-Procurement System, designed to facilitate your involvement and ability to compete for these contract dollars. Attend this session to discover the many different business opportunities available to you!

Panel Discussion:



Eric Mandell is the Chief of the California Department of General Services' Office of Small and Disabled Veterans Services and Communications and Outreach for the Procurement Division. He also serves as the Department's Small Business and Disabled Veteran Business Enterprise Advocate. In these capacities, Mandell and his staff work to make certain that small and DVBE businesses get access to their share of state awarded contracts. He has over 30 years in the fields of marketing, communications, advertising, and the media. He has worked in on air and in management positions in radio and television and also owns his own small business, ECM Communications. Mandell is a graduate of UC Davis and has done coursework at the London School of Economics and graduate work at CSU Sacramento.

Michael Aguilio has over 20 years of experience within state government. He has also worked in the federal and private sectors. His State service includes serving as senior IT buyer for the Energy Commission, Cal-Fire Small Business and Disabled Veteran Business Enterprise program administrator, and contract administrator specializing in fuel acquisitions for Department of General Services. Aguilio now represents the state of California, Department of General Services, Procurement Division in the Communication and Outreach Unit as a customer liaison, educating Small Businesses and Disabled Veteran Business Enterprises on how to do business with state government.

Afternoon Session

Billion Dollar Programs Underway in San Diego (Part II)

Room 9

Session: 2:30 p.m. to 4:00 p.m.

This workshop provides attendees with information on major infrastructure projects in the San Diego area worth billions of dollars. Hear from executives responsible for projects with Caltrans, Navy Facilities Engineering Command (NAVFAC)/Camp Pendleton, San Diego Association of Governments (SANDAG), San Diego Gas & Electric (SDG&E), San Diego County Regional Airport Authority, and the San Diego Unified School District. Senior level project managers will provide in-depth background for each project and its impact to the region, highlight specific project components that will go out to bid, and identify recruiting and outreach strategies for small business participation on upcoming contract opportunities. Learn more about these important programs and their significance to the San Diego region's military, education, utilities, and transportation.

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Part I 10:00 AM NAVFAC, SANDAG, SDG&E

Part II 2:30 PM Caltrans, Airport Authority, San Diego Unified School District

Moderator:



Terry Johnson is the Small Business Development Manager for The Green Build Project, a billion dollar expansion project for the San Diego International Airport. As an advocate for small and historically underutilized business, Johnson's role is to facilitate the growth of small disadvantaged businesses, including DVBE's, MBE's and WBE's. He has used the knowledge he gained as the former owner of a small construction company to implement innovative programs that educate and train small businesses for long-term strategic growth. Johnson works toward fostering small contractor engagement in The Green Build Project and developing relationships between prime contractors and small contractors. He holds a Bachelors Degree in Business Administration from Morehouse College and a Masters Degree in Business Administration from Pepperdine University.

Panelists:



Laurie Berman is the District Director for the California Department of Transportation (Caltrans) District 11, encompassing San Diego and Imperial counties. She is responsible for the daily operation of 1,300 employees and more than 1,000 highway lane miles. She oversees \$1.3 billion worth of highway construction projects and programs throughout the two-county area. She was the district's Design Manager when she became involved in the State Route 125 South Toll Road Project, providing a critical north/south inland link between SR-905 near the U.S./Mexico Border and SR-54. Berman later became Project Manager and then Corridor Project Manager, spending 12 years on the project. The project opened in 2007 and drew local, state and national attention as the region's first toll road and earned numerous accolades for transportation innovation as one of the nation's first Public Private Partnerships. In addition to serving as an Ex-Officio member at the San Diego County Regional Airport Authority, she is a member of the Transportation Research Board's Project Delivery Methods Committee and serves on the San Diego Association of Governments. Berman earned her Bachelor of Science degree in Civil Engineering at Michigan State University.



Iraj Ghaemi has over 25 years of diversified professional experience, of which the last 16 years have been in leadership and management positions for transportation programs in the public and private sectors. Currently, Ghaemi is the Director of the Facilities Development Department (FDD) for the San Diego County Regional Airport Authority (SDCRAA). Prior to his current position, for three years he was the deputy director of FDD, and for over six years, he was the Assistant Director of Engineering-Airport for the San Diego Unified Port District. Prior to joining the Port of San Diego, he was the Regional Manager for a multidiscipline international engineering consulting firm. Ghaemi has a Bachelor of Science in Civil Engineering from Brigham Young University and is a Registered Civil Engineer in the States of California and Arizona.

Afternoon Session

Billion Dollar Programs Underway in San Diego (Part II)

Room 9

Session: 2:30 p.m. to 4:00 p.m.

Panelists, continue:



Stuart Markey is the Executive Director, Capital Improvement Bond Program for the San Diego Unified School District. He serves as the senior administrator of the 2.3 billion dollar Proposition S Capital Bond Program. Prior to his current position, Markey attended the United States Navy Officer's Candidate School and was commissioned in 1978. Between 1978 and 2004 Markey served in the U.S NAVY, both at sea and ashore, retiring at the rank of Captain. He served in seven ships throughout his career in a variety of positions including Division Officer, Department Head, Executive Officer, Commanding Officer, and Commodore. His shore assignments included positions at the Merchant Marine Academy, the Naval War College, the Naval Post Graduate School, and the Expeditionary Warfare Training Group Pacific, as well as assignments related to fleet readiness and training. He has a Bachelor of Science degree in Economics from the University of Massachusetts and Master's Degrees in National Security Strategy from the National Defense University and a MBA from Adelphi University.

Afternoon Session

What Primes are Looking for When Teaming with Sub Consultants

Room 10

Session: 2:30 p.m. to 4:00 p.m.

This session will review what prime consultants seek from subconsultants when assembling a team to respond to an owner's request for proposal (RFP) for professional services such as environmental documentation, feasibility studies, final design, program management, and construction management. What motivates a prime to team with other firms? Is it project familiarity, bench strength, location, M/W/DBE status, client familiarity, or relationships? Esteemed panelists include representatives from some of the largest professional services A/E firms in the country plus some of the most prominent in the San Diego region. Don't miss this inside look into what makes a small, local, specialty consultant so desirable to the winning team!

Moderator:



Rick Rubin joined RBF Consulting 29 years ago, after five years with the city of Chula Vista, and currently serves as Executive Vice President. In addition to his responsibilities on the Executive Committee, Rick serves as the Regional Manager for RBF Consulting's San Diego and Carlsbad offices. Rubin has expanded the firm's presence in the San Diego region and has served as both Principal-in-Charge and Project Manager on a variety of high-profile private and government projects. He is a Licensed Civil Engineer and a member of AICP, as well as a LEED Accredited Professional. He has led the growth of RBF Consulting's work with the Department of Defense and has also been responsible for significant Public Works projects, land development projects and planning efforts. Through these activities he has formed many large multi-discipline teams that included both large and small businesses. Rubin serves as a board member of the Society of American Military Engineers (SAME), is a member of the SAME Mentoring and Trust Board where he has overseen the annual scholarship program, and is a Past President of American Council of Engineering Companies (ACEC) of California, San Diego.

Panelists:



Ken Fredrickson is a Senior Vice President for URS. He is responsible for providing national leadership for construction and project management and construction related services with emphasis on water and wastewater projects. He has been responsible for numerous industrial, transportation, environmental, and water/wastewater treatment projects throughout the world for both public and private clients. Fredrickson is a Registered Professional Engineer, a Certified Construction Manager (Construction Management Association of America), and a Designated Design-Build Professional (Design Build Institute of America). He has degrees in both Civil Engineering and Construction Engineering Management and is an active member of the American Society of Civil Engineers, the Construction Management Association of America, and the Civil Engineers, the Construction Management Association of America, and the Design Build Institute of America (DBIA).



Larry Shaw has 24 years of experience in project identification, strategic project development, and principal management, and he directs the marketing and business development activities for Nolte Associates Southern California region. His responsibilities include management of construction plans and documentation development, construction management and inspection for water/wastewater, transportation, and site engineering capital improvement projects. In addition, he leads Nolte's companywide Renewable Energy Practice with responsibility for identification and management of solar, wind, biomass, waste-to-energy and geothermal projects in the western United States and Mexico. Shaw's clients include developers, military installations, special districts, private corporations, as well as city and county governments. Shaw holds a degree in Environmental Science from California Polytechnic State University, San Luis Obispo.

Afternoon Session

What Primes are Looking for When Teaming with Sub Consultants

Room 10

Session: 2:30 p.m. to 4:00 p.m.

Panelists, continue:



Rod Bleakley has over 14 years of experience in the architectural/engineering/construction industry. Currently the Director of Business Development at Simon Wong Engineering, Bleakley is primarily responsible for managing client relationships and new client development for San Diego, Orange County, and the Inland Empire. Previously, Rod served as president of the Society of Marketing Professionals – San Diego Chapter, as the activities chair for the American Society of Civil Engineers – San Diego Chapter, as vice president of the San Diego Highway Development Association, and is currently on the board of directors for the Construction Management Association of America – San Diego Chapter.



Don MacFarlane is a Principal Engineer with AECOM Water in San Diego. He has 33 years of experience in water supply and municipal water works. Recent experience includes the Upper Chiquita Dam, Reservoir, and Pump Station in Mission Viejo California, a Potable Water Demand Offset Program for the city of San Diego, a Study of Water Supply development in Baja California for the Metropolitan Water District of California, Water Master Plans for the city of Poway and the Olivenhain Municipal Water District, and the Carlsbad Desalinated Water Conveyance Facilities 30 percent design for the San Diego County Water Authority. McFarlane has bachelor's and master's degrees in civil engineering from the University of California Berkeley and San Diego State University.



Jeff Thornbury is the Director of Marketing for Carollo Engineers, responsible for strategic marketing and new business development for engineering and design-build markets. With over 25 years experience in sales and increasing revenue and market share for consulting firms, he has delivered winning strategies and teaming arrangements for single contracts in excess of \$100 million. Prior to joining Carollo, Thornbury was a Regional Client Account Manager for CH2MHill's Southern California operations, where he led the development of small business participation through the Mentor-Protégé program within the Small Business Administration and managed a diverse business development portfolio, including market analysis studies, teaming profiles, and client satisfaction measurements. Thornbury was also Vice President and Regional Manager for HDR Engineering and Vice President and Regional Marketing Manager for MWH Americas in southern California. Thornbury is a Registered Professional Engineer in seven states and is an active member of the American Marketing Association.



Richard Pyle is a Vice President and San Diego Area Manager with CH2M HILL. His 26 year career includes broad experience in developing, planning and managing large water resources projects throughout California. He has been responsible for planning and execution of San Diego regional projects involving supplies and storage, conveyance, and treatment facilities as well the development of regional long term supply and facility plans. Pyle also leads alternative procurement projects in the western U.S.

Afternoon Session
Gaining Competitive Advantage in Project Interviews
Room 11A
Session: 2:30 p.m. to 4:00 p.m.

Because of the ever-increasing competition in the competitive bidding process, gaining a competitive advantage is essential. When short-listed, the interview represents the last opportunity for your team to gain a competitive advantage. The goal of the Delivering High-Impact Presentations to Gain a Competitive Advantage panel discussion is to provide attendees with practical and useful tips that can be utilized to help improve the effectiveness of their oral presentation and interview skills. The panelist's composition provides perspectives of owners (the interviewers); vendors (the interviewees); and business development/marketing specialist (those who typically prepare the interviewees for the interviewers).

Moderator:



Reggie Gee has over 25 years of hands-on consulting, coaching, training, and facilitation experience with expertise in the areas of sales, marketing, and presentation skills development. He specializes in preparing short listed teams for their interviews. As a competitive speaker, he was a California State Speech Championship and national finalist defeating the likes of Johnny Whitaker (Jody from the 70's television series, *Family Affair*) and William Allen Young (Brandy's father on the hit sitcom, *Moesha*). Gee was also a Ford Motor Company 'Walk-Around Presentation Champion' for which he was awarded a new car. A sampling of his clients includes: AECOM, JCI Architecture, San Diego County Water Authority, San Diego Contracting Opportunity Center, Legacy Building Services, Inc., and ROEL Construction Company.

Panelists:



John Arena is the Business Outreach Section Manager at the Metropolitan Water District of Southern California, the nation's largest water wholesaler serving 19 million Southern California residents. The purpose of the Business Outreach Program is to maximize contracting opportunities for regional and small businesses in the six Southland counties served by Metropolitan and its 26 member public agencies. As Program Manager, Arena is responsible for reviewing an average \$600 million annually in contracting activity and implementing outreach and education programs for potential vendors. Between 25 and 40 percent of Metropolitan's contracting dollars are currently awarded to small and disabled veteran businesses, far surpassing the 18 percent goal set when the Business Outreach Program was launched in 2001. He holds a Master's Degree in Public Administration from California State University Long Beach.



Ron Ripperger is the Engineering Manager for planning, design and construction for the Otay Water District located in Spring Valley, California. The Otay Water District is a public agency that provides potable water, recycled water, and sewer service to approximately 206,000 customers within 125.5 square miles of southeastern San Diego County. As Engineering Manager, Ripperger is responsible for approximately \$23 million in Capital Improvement Program projects. With a staff of nine employees, he currently manages 60 projects ranging from the early planning stage to the final construction of pipelines, pump stations, treatment plants, and reservoirs. He has been involved in the Civil Engineering industry for over 26 years, having worked for companies in the oil business, flood control, construction management, and highway transportation.

Afternoon Session
Gaining Competitive Advantage in Project Interviews
Room 11A
Session: 2:30 p.m. to 4:00 p.m.

Panelists, continue:



Jerry Reed manages staff working on the Water Authority's \$3.7 billion Capital Improvement Program. Reed has 22 years of experience in the water industry. Reed was the project manager for the Olivenhain Dam and Reservoir project for the Water Authority and is currently the senior engineering manager overseeing the construction of the San Vicente Dam Raise project. He has a bachelor's degree in civil engineering from Northeastern University in Boston Massachusetts and is a registered civil engineer in California.



Teri Fenner and members of her team routinely participate in interviews as part of the consultant selection process, typically in a panel setting with agency staff. In her recruiting role she interviews candidates at all levels to evaluate their skills as well as engage valued recruits to "choose AECOM." She has participated in career panels at the university level and has also worked with the INROADS program for minority youth in practice interviews to provide feedback to college-level participants. Most recently she was a plenary speaker at the statewide H2O conference.

Tom Remensperger brings over 35 years of general contracting experience to each project he works on. Working in harmony with owners, developers, and clients, Remensperger has an excellent reputation for crafting solutions and building consensus while saving time and money. His proven track-record within the San Diego building community reinforces the core values of integrity and quality of work that our company holds in the highest regard. Remensperger holds a bachelor degree in civil engineering and economics from the University of California, Davis, and a certificate from Harvard University's Managing Change Program.



Tim Barr is the Director of Business Development for Legacy Building Services. The general contractor is a member of the Pacific Scene Family of Companies, a second-generation fully-integrated real estate organization established more than 30 years ago in San Diego. Barr has been involved in the development industry for over 14 years, having worked for a number of planning, design, architecture, and construction firms. He has been responsible for the development of client relationships, internal marketing process, and the business-side operations of several companies through his career. Barr was honored by *San Diego Metropolitan Magazine* in the annual "40 Under 40" honor roll in 2007, is a current Board Member of the Urban Land Institute (ULI) and is Co-Chair of the ULI Young Leaders Group. He is A Dean's List graduate of the University of Colorado at Boulder's LEEDS School of Business.

Afternoon Session

Secrets to Building Relationships with Public Agencies

Room 8

Session: 2:30 p.m. to 4:00 p.m.

Hear from Public Agency Consortium (PAC) representatives on steps you can take to successfully connect your firm with government procurement needs and grow your business effectively in the public sector realm. PAC consists of local San Diego public agencies who want to increase bidding opportunities for small businesses and the firms they partner with in pursuing government work. Since 2003, PAC has collaborated to help streamline procurement processes and provide outreach and training on how to do business with each of these 12 agencies: Caltrans, the City of San Diego, the County of San Diego, the Centre City Development Corporation, the San Diego Contracting Opportunities Center, the Port of San Diego, the San Diego Association of Governments, the San Diego Community College District, the San Diego Housing Commission, the San Diego County Regional Airport Authority, and the San Diego County Water Authority

Moderator:

Rachel Fischer is the Deputy Program Manager for the San Diego Contracting Opportunities Center (SDCOC). SDCOC is a program of Southwestern College designed to help small businesses sell to federal, state, and local governments. She also serves as an adjunct faculty member, instructing a course in Government Contracting for Southwestern College. Prior to moving to San Diego, she was the Program Manager of the King County Procurement Technical Assistance Center (PTAC) in Seattle, WA, a program very similar to SDCOC. Fischer has Bachelor degrees in Economics, Russian, and History from Ohio University and Youngstown State University, as well as a M.Ed. in Adult Education and Training from Seattle University. She also holds a Certification as an Associate Contracting Assistance Specialist (ACAS) with the Association of Procurement Technical Assistance Centers.

Panelists:



Charlene McAdory is the equal opportunity/contracts administrator for Centre City Development Corporation. She has more than 13 years of experience in the equal opportunity industry and is experienced in all aspects of affirmative action and equal opportunity disciplines. At CCDC, she is responsible for CCDC small business outreach program, and over site and compliance of consultant, general and supply vendor contracts. She is president of the Public Agency Consortium (PAC); collaboration between the Corporation and ten other local public agencies. The goal of PAC is to promote and foster diversity for businesses that provide commodities and services. The program objectives are to recruit, certify, and assist small, emerging and local businesses, foster regional economic development, hold informational sessions on business contracting opportunities, and to reach out to all communities within the County of San Diego. McAdory holds a bachelor of science in business administration from National American University – St. Paul campus.



Elaine Richardson is Manager of Contracts and Procurement for the San Diego Association of Governments (SANDAG). She holds a Masters of Business Administration in Finance and Marketing from California State Polytechnic University, Pomona. She is also a Certified Purchasing Manager (C.P.M.) from the Institute of Supply Management. Richardson has several years of both public and private contracting experience. At SANDAG, she and her staff support the contracting needs for the 2030 Regional Transportation Plan (RTP) valued at \$40.8 billion. The current five-year Regional Transportation Improvement Program (RTIP) contains more than 350 significant projects with a total value of \$8.7 billion. Of these, SANDAG is directly involved in the implementation of 56 highway and transit projects valued at \$4.6 billion. At CKE Restaurants, she was the Director of Procurement, responsible for an annual contract volume of \$500 million. SANDAG was recently recognized with the highest honor in public procurement by receiving the “Achievement in Excellence in Procurement Award” from the National Purchasing Institute. This award is the most prestigious award for a public contracting department.

Afternoon Session
Secrets to Building Relationships with Public Agencies
Room 8
Session: 2:30 p.m. to 4:00 p.m.

Panelists, continue:



Winston McColl is the Director of Purchasing and Contracting for the County of San Diego, California. In that role he supervises a Department of 60 persons involved in purchasing, contracting, accounting, property disposal, and records management with an active contract portfolio in excess of \$5 billion. Since his retirement from the United States Army as a Colonel in the US Army's Acquisition Corps, McColl has held a number of senior level positions. He has been a Vice President for Purchasing and Contracting for OHM Remediation, and the State Procurement Administrator for the State of Georgia.



René M. Almaraz is the Manager of Contract Services in the Strategic Sourcing and Contracts Department for San Diego Unified School District. He has managed program offices and contracts departments in telecommunications and the commercial and defense aerospace sectors. He is a former Contracting Officer with the US Air Force and Defense Logistics Agency.



Jaime Quintero is the Program Coordinator of Small Business Development for the San Diego County Regional Airport Authority, operator of San Diego International Airport. He has been with the airport for over five years. He is committed to the growth of the San Diego region and ensuring that local small, historically underutilized, and disabled veteran businesses have every opportunity to do business with the Airport. In his current role he is responsible for conducting outreach and providing development services for contracting, professional services, and procurement opportunities at San Diego International Airport. In his previous employment, Quintero worked for the San Diego Workforce Partnership for over five years. The San Diego Workforce Partnership's primary role is to advance the skills of the region's workforce through workforce solutions using public and private partnerships. Jaime is a native San Diegan and earned his BA degree in Public Administration from San Diego State University.

Afternoon Session
Secrets to Building Relationships with Public Agencies
Room 8
Session: 2:30 p.m. to 4:00 p.m.

Panelists, continue:



Christian Silva has been working with the city of San Diego Equal Opportunity Contracting Program for the past 18 months, attending numerous events to promote the city's Small Local Business Enterprise (SLBE) programs. His presence at these outreach events has been instrumental to the promotion of the partnership between the city of San Diego and the small business community. His extensive knowledge of all programs offered by the city to provide assistance to the growth of small business, combined with the business opportunities available from the City to the small business community, has been a key factor on the success of programs such as the SLBE. He holds a degree in Business Management from The University of the Incarnate Word.



Marco Tello is the Senior Equal Opportunity Analyst with the Unified Port of San Diego's Procurement Services department. He is responsible for conducting outreach to the small business community, ensuring labor compliance, and monitoring small business participation on the Port's contracts and procurements. Prior to joining EOM, Tello served as a Heating, Venting, and Air Conditioning technician with the Port's General Services department.