

IOWA ENGINEERING CONFERENCE

MAY 18-19, 2022

MARRIOTT - WEST DES MOINES, IOWA

FULL SESSION DESCRIPTIONS

Wednesday, May 18, 2022

9:00 Welcome

9:05-9:20 | Engineering Excellence Presentation for Special Projects – Snyder & Associates

9:25-9:40 | Engineering Excellence Presentation for Water & Waste Water – HR Green

9:45-10:05 | Engineering Excellence Presentation for Transportation - HDR

10:10-11:10 | The Destructive Power of Conflict Avoidance and the Power of Honesty

Presenter: Aaron Mann Esq., Terracon

It began with a nervous call from our client who suspected a letter (on state letterhead) our consultant provided may have been a forgery. Thus began a year-long journey into the mind and work product of a former employee who was willing to do nearly anything to avoid confrontation. Together we will journey through our response to this allegation which included: (1) conducting a thorough internal investigation to determine and address the true scope of the employee's actions; (2) interacting with multiple state and federal regulators to address their concerns; and (3) repairing our relationship with clients whose trust had been abused.

As you will hear, this process was painful at times. However, by being honest and transparent we were able to demonstrate to ourselves and others that the actions did not reflect the ethical culture of Terracon. In the end, we emerged with stronger client and regulator relationships than before the incident and we ensured that our corporate culture continued to be one based on ethical foundation.

(This program will qualify for the Iowa requirement for continuing education on ethics.)

11:10-11:30 | Break

11:30-Noon | Even with the Best Defense in Place, Things Can Still Go Wrong and Mistakes Happen

Presenter Lee Ann Wheeler, ACEC Business Insurance Trust

Organizations can never be 100% secure, and if the worst happens, you want to make sure your organization is prepared to recover. Cyber insurance plays a critical role in providing the financial resources to recover and resume operations after a cyber-attack. In this session you will learn the 3 cyber-attacks that account for 90% of claims.

12:00- 1:15 | Order of the Engineer and Business Luncheon

There will be an Order of the Engineer ceremony open to all engineers who choose to join the Order (at no cost or dues), other than the purchase of the Engineer's ring. Purchase a ring through IES/ACEC for just \$15. Sign up is available on the registration form.

The Order of the Engineer was initiated to help uphold the "devotion to the standards and dignity of the engineering profession." The Order of the Engineer was initiated in the United States in 1970 to foster a spirit of pride and responsibility in the engineering profession, to bridge the gap between training and experience, and to present not the public a visible symbol identifying the engineer – a stainless steel ring.

1:30-2:30 | Inside the Ransomware Wave: How to Prevent Attacks—And Limit the Damage

Presenter: Trevor Meers, Pratum

Weekly ransomware attack headlines have put every business leader on high alert in the last year. And the challenge is only growing as organizations share sensitive data with partners, manage remote workforces, move to cloud-based services and more. In this session, an Iowa cybersecurity expert cuts through the rumors to clearly explain how ransomware and other attacks work and how you can stop them.

You'll learn how famous attacks like Colonial Pipeline happened. Then you'll hear about the most common ways ransomware gets into a system—and how fairly simple, inexpensive measures provide the best defense. You'll get clear answers to common questions including:

- What are best practices for preventing an attack?
- What are the right first steps if I get hit by ransomware?
- Should I pay the ransom?
- Does a good data backup system protect me from ransomware attacks?
- What can I do about skyrocketing cyber insurance premiums?

2:30-2:45 | Break

2:45-3:45 | How to Fix Boring, Stare-a-thon Zoom Shows

Presenter: Mark Mathis, AMERAGE Marketing

The virtual meeting is here to stay whether we like it or not. Engineering firms face a unique challenge on how to engage their audience, whether that audience is a team of fellow engineers or a client or potential client. We need to learn how to utilize this new tool that has been dumped on us in a very short amount of time. This program will be presented by Mark A. Mathis, flounder of marketing and public relations firm. After 25 years of leading creative teams in video production, graphic design, PR, writing and web development, Mark transitioned out of ownership in 2021. Today he serves in an employee role as special projects consultant.

He is creatively ambidextrous — son of an artist and engineer — and famous for distilling complex ideas down to a few words and a few visuals. Mark is a writer. When he found that many nonprofits struggled with complex branding puzzles, he wrote the book, "Nonprofit Nonmarketing." He also wrote a novel called "Reenactment."

Mark is an active blogger OneMinuteMarketer® with nearly 1,000 readers each week on LinkedIn, Facebook, Twitter. One of his most popular YouTube videos is on "How to Look Good on Zoom."

3:45-5:00 | Winning the Contract Tug of War: Finding Balance in Client Drafted Agreements

Presenters: Karen Erger, and Kevin Holland, Lockton, Inc.

Client-drafted professional service agreements seem to get more one-sided with every new project. Engineers have become accustomed to negotiating uninsurable and unreasonable indemnity clauses and elevated standards of care, but recently, some different – and difficult – owner-drafted terms are making way into contracts.

Karen will identify these new and challenging clauses, describe their potential impact, and process solutions and negotiating tactics for contract problems old and new. She will review trending problematic contract language and claim scenarios for analysis and discussion.

For each example presented, she will explain the legal and practical implications for insurance coverage and claims and present solutions and negotiating tactics, with audience participation.

5:00 | Engineering Excellence Reception followed by Awards and Dinner

Thursday, May 19, 2022

8:30-9:30 | 3D Models as Legal Documents and Open Data Standards

Presenter: Will Sharp, HDR

The transportation industry is in the midst of a paradigm shift to digital delivery and open data standards in the US. This presentation will provide a national overview of digital delivery initiatives in the US, including AASHTO's movement towards open data standards, current activities with the AASHTO Joint Technical Committee on Electronic Engineering Standards (JTCEES), ongoing national and State DOT agency level initiatives moving towards digital delivery and model as the legal document (MALD), and ACEC national efforts to address designer liability concerns with 3d contractual deliverables. Presentation will include an overview of the US Transportation Industry Shift to Digital Delivery and Open Standards, including Agency, Consultant, and Contractor considerations.

9:30-9:45 | Break

9:45-11:15 | Show Me the Money

Presenter: Charlie Purcell, IA Department of Transportation & Aaron Smith, IA Finance Authority

With \$675 million coming into Iowa for roads and bridges and \$110 million for water infrastructure coming from the federal government, the question on everyone's mind is where's the money going and how will it be allocated? Charlie Purcell, Deputy Director Transportation Development Division of the Iowa Department of Transportation will share what this influx of money will mean to Iowa's transportation system.

Aaron Smith, Chief Bond Program Director with the Iowa Finance Authority leads the Department's SRF and Water Quality Program. He will provide an overview on how those dollars will be invested in Iowa.

11:15-12:15 | Preserving Lake Okoboji Water Quality

Presenter: Josh Pope, Bolton Menk

The City of Okoboji's existing sewer system has an outlet into Lake Okoboji that had the potential to direct flow into the lake under high flow conditions. This presentation will discuss how Bolton & Menk, Iowa Great Lakes Sanitary District, and the City of Okoboji set out to redirect a significant amount of upstream flow to eliminate the risk of the system flowing directly into the lake, allow for the future abandonment of the existing sewer main along the shoreline, and to provide a new future sewer main for residents to connect to positioned in the nearby roadway instead of along the shoreline in their backyards.