



Sales & Marketing Forum

Hilton Bonnet Creek & Waldorf Astoria

Orlando, Florida

October 14 & 15, 2017

Saturday, October 14

4:30-4:45pm **Intro and Welcome to the Forum, Don Sherman**

4:45-6:00pm **Economic Forecast: Best of Times/Worst of Times – Dodge Data Forecast for Infrastructure Markets**
Kyle Camp, Dodge Data

6:30-7:30pm **Networking Cocktails in Hotel Bar**

7:30pm **Group Dinner near hotel**

Sunday, October 15

7:30 – 8:00 am **Continental Breakfast**

8:00 – 8:30 am **Dodge Forecast Recap (for those who missed it) & How to use the Data to Guide Your Strategy**
Kyle Camp, Dodge Data

8:30 – 9:30 am **Adapting to a Changing Market, The Continuing Shift from Design Bid Build to DB, P3, DVOT and More**
Group Discussion facilitated by:
Kevin Langwell, Terracon
Russell Zapalac, HALFF Associates
Steve Walker, SR Walker Associates

9:30 – 10:30 am **Bundle Solutions, Creative Selling: Deliver Everything because we can't say no – or do we do this by design**
Group Discussion led by:
Jude Comeaux, T Baker Smith
Don Sherman, Don Sherman Group
Ken Fleetwood, Bean, Longest & Neff, LLC

10:30 – 10:45 am **Break**

10:45 – 11:30 am **CRM Systems – Implementation How To Go About IT**
Adam Sitterding, SilverEdge Systems Software, Inc.

11:30 am – 12:00 Noon

Path to Principle for Full Time Dedicated BD Professionals – or how to avoid becoming the Rodney Dangerfield of your firm.
Kevin Langwell, Terracon

12 Noon – 12:30 pm

Lunch

12:30 pm – 2:00 pm

Open Discussion – Wrap up and discussion about next Forum
William Holder, American Engineering Testing, Inc.

2:00 pm

Forum Adjourns