



## **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**