



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Wisconsin

2011 Engineering Excellence Awards

EASY ENTRY WORKBOOK

The Easy Entry Workbook is designed to supplement the 2011 Engineering Excellence Awards Call for Entries. It will provide step-by-step instructions, checklists, and additional guidance to aid in preparing a winning entry. Contact ACEC WI with any questions.

Submission Deadline: October 18, 2010; 4:00 PM

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Helpful Hints to Prepare a Winning Entry

- **Use the Easy Entry Workbook**
You’re on the right track to preparing a winning entry by using this workbook. The booklet outlines eligibility requirements, lists criteria, and provides step-by-step instructions on how to submit your entry.
- **Review Previous Winning Entries**
See firsthand what works. Past winning entry binders are available for review at the ACEC WI office. Call to set up an appointment to review these binders.
- **Contact ACEC WI**
Advice and answers are just a phone call away. Contact ACEC WI at 608-257-9223 with your entry questions.

Introduction

This Easy Entry Workbook is designed to help you put your thought processes in place as you prepare your entry for the ACEC WI Engineering Excellence Award Competition. We suggest that you use the pages as a guide for gathering and organizing information. Helpful hints and specific instructions are included for your convenience.

We hope you find this version of the Easy Entry Workbook valuable. We would appreciate your comments and suggestions after you have worked through the booklet and prepared your Engineering Excellence Entry.

Please contact us at 608-257-9223 or acecwi@acecwi.org if you have any questions or feedback.

Key Dates and Deadlines

ACEC WI Submission Deadline	October 18, 2010; 4:00 PM
ACEC WI Judging Madison	October 29, 2010
Entrants Notified of Awards	November 1, 2010
ACEC National Entry Deadline (for eligible entries)	January 7, 2011
ACEC National Judging Washington, D.C.	February 4-6, 2011
ACEC WI Awards Banquet The American Club, Kohler	March 18, 2011
ACEC Gala & Awards Presentation Washington, D.C.	April 1, 2011

Eligibility

Eligibility Check List

Any firm maintaining an office in Wisconsin and engaged in the private practice of consulting engineering is eligible to enter the competition, whether or not the firm is an ACEC WI member.

For a project to be eligible, the firm's Wisconsin office must have had a leadership role in the project. The project entered may have been executed anywhere in the world.

Construction of a distinct phase or a completed project must have been substantially completed and ready for use between November 1, 2008, and October 18, 2010. Research and studies or survey and mapping projects must have been publically disclosed by the client between November 1, 2008, and October 18, 2010.

Competition entries must be submitted in accordance with the rules in the Call for Entries.

Notes on Eligibility and General Criteria

- All entries are eligible for referral to the ACEC national competition. ACEC WI competition judges will recommend projects best suited for entry into the national competition. The number of submissions is determined by ACEC national rules. Submissions made to the national competition must be made through ACEC WI.
- Engineering achievements that have won awards in other state or national award programs may be entered.
- ACEC WI reserves the right to interpret the rules and determine eligibility of all entries.
- ACEC WI will not be responsible for the any damages to or loss of entry material
- An entry application, entry materials, and entry fee must accompany each entry. The fee per entry is \$625 for ACEC WI member firms and \$1,500 for non-member firms.

Official Entry Form

This section is designed to help you fill out the official entry form. Begin collecting information here and highlight areas where you need to collect more information.

Remember, in order for a project to be eligible for the competition, your firm's Wisconsin office must have had a leadership role in the project.

All information requested on the Official Entry Form must be furnished. Firm name(s), project name, and client/owner name(s) must be typed as they are to appear in publicity and on award plaques.

The Official Entry Form, included in the Call for Entries, must be used for your project submission.

TIP: A writeable PDF entry form is available for download at www.acecwi.org.

Name of Project

List the name of your entry as you would like it to appear in print and on awards. Project names are limited to 35 characters.

Project Location

List the city and state where the project is located.

Entering Firm Name(s)

Your firm's name EXACTLY as you would like to see it in print or on awards. Include "and or &" as it appears on your stationery or other official documents. If the submission is a joint venture between two or more engineering firms, list all for awards and recognition purposes.

Principal Approval

A firm principal must read the Engineering Excellence Awards competition entry. The principal must then sign the Official Entry Form indicating he/she believes the entry to be accurate. An electronic signature is acceptable.

Identify appropriate person to review entry and sign the Official Entry Form. Information needed for the Official Entry Form:

Principal Name

Principal Title

Principal Signature

Primary Contact

The primary contact is someone familiar with the project and able to answer questions about the project and/or entry. The primary contact will receive communication regarding the Engineering Excellence Awards competition, including the award notification, deadline reminders, and Awards Banquet information. Provide the following information for the project's primary contact:

Name

Title

Address

City/State/Zip

Phone

Email

Marketing Contact

The marketing contact should be familiar with the entry. The marketing contact will receive communication regarding the Engineering Excellence Awards competition, including the award notification, deadline reminders, and Awards Banquet information. You may choose to only list a Primary Contact; a marketing contact is not required. Provide the following information for the project's primary contact:

Name

Title

Address

City/State/Zip

Phone

Email

Category Selection

Submissions must be entered into one of 12 categories outlined below. Categories mirror those offered by ACEC national. Choose the category that best fits the project.

It is common for a project to be eligible for more than one category. It is up to the entrant to determine which category the project best fits.

Once entered, ACEC WI may change the category if it deems appropriate.

A Studies, Research & Consulting

Non-design services, projects not involving the preparation of construction documents

- New products, materials and technologies
- Expert testimony
- Basic research and studies
- Computer/software technology
- Technical papers
- Public outreach/involvement
- Water conservation
- Security plans
- Project feasibility, economic, value engineering or risk studies

B Building/Technology Systems

- Mechanical/electrical/plumbing
- Computer/technology
- Communications
- Acoustics
- Software systems
- Sustainability or carbon neutrality
- Efficiency certification standards, e.g., LEED
- Energy efficiency – new and retrofit
- Secure facilities (military, research or correctional)

C Structural Systems

- Foundations
- Tunnels
- Buildings
- Seismic design
- Towers
- Bridges
- Stadiums

D Survey & Mapping Technology

- Geometrics, ALTA, land title and rights surveys
- Control, GPS, monitoring or construction surveying
- Survey mapping, GIS/LIS, photogrammetry

E Environmental

- Hazardous waste
- Solid waste
- Restoration, reclamation or remediation
- Air quality
- Noise
- Recycling
- Waste pond management
- Carbon sequestration and trading
- Mitigation

F Water & Stormwater

- Wastewater collection/treatment and disposal
- Residuals management and reuse
- Graywater systems
- CSO's
- Mine tailings
- Agricultural
- Stormwater management
- Erosion control

G Water Resources

- Hydraulics, hydrology
- Surface and groundwater supply development
- Treatment
- Transmission, distribution and storage
- Watershed management
- Water use reduction
- Flood risk management
- Climate adaptation
- Coastal and eco-system restoration
- Locks, dams or water control structures
- Irrigation

H Transportation

- Highways
- Rail
- Airports
- Marine/ports
- Public transit
- Intermodal facilities

I Special Projects

- Safety and security
- Corrosion protection/cathodic protection
- Program and construction management
- Land development
- Trenchless technologies
- Recreational facilities
- Subsurface engineering

J Small Projects

- Total project construction budget does not exceed \$2.5 million

Note: Projects under \$2.5 million are not limited to this category. Submitting a project into Category J Small Projects is at the entrant's discretion, except entries in Category A.

K Energy

- Transmission and distribution
- Power generation
- Renewable energy
- Cogeneration
- Energy storage technologies
- Energy usage reduction programs
- Demand side management

L Industrial & Manufacturing Processes & Facilities

- Petrochemical
- Biotech
- Manufacturing
- Heavy industry
- Industrial waste
- Materials handling
- Mining, metallurgy, mineralogy

Client

Note: This typically refers to the entity, not a person.

Firm Name

Address

City/State/Zip

Owner

If the owner is different from the client, list here. The owner will appear in print and on award plaques. An example would be a project where ABC Architects is the client and the Village of XYZ is the owner.

Firm Name

Address

City/State/Zip

Client & Owner Contact

The client and owner (if applicable) must sign the official entry form. An electronic signature is acceptable. The client/owner will sign the form based on the following statement:

I currently believe the work of the consulting engineer meets the intended uses and expectations for the project and hereby grant permission to enter this project into the ACEC WI 2011 Engineering Excellence Awards competition and authorize publication of its outstanding features, unique aspects, or innovations. I agree the project was substantially completed and ready for use between November 1, 2008 and October 18, 2010.

Provide the following on the Official Entry Form:

Client Contact

Name

Title

Signature

Owner Contact (if different than client)

Name

Title

Signature

Completion/Use Dates:

Scheduled completion date (month/year)

Actual completion date (month/year)

Project Budget Information

All entries complete this section, excluding Category A.

Note: These numbers help the judges determine if the entrant played a significant role in the **submitted** portion of the project.

If your firm was responsible for the entire project, then the entrant's portion of the total project construction budget should be equal to the total project construction budget. If your firm was not responsible for the entire project, then the entrant's portion of the total project construction budget should be the amount of the project construction budget your firm was responsible for. This information is about project costs, not firm fees.

Budget Information

Total project budget

Entrant's design portion of total project budget

Project Final Information

Total project actual

Entrant's actual design portion

Category A Costs

Category A projects only

Budget

Actual

Qualifications-Based Selection (QBS)

To assist in raising the awareness of the importance of the QBS process, please check the box on the Official Entry Form if a QBS process was used to procure AE services for the project. Projects using a QBS project will be identified with a ribbon in *The Daily Reporter* Engineering Excellence Awards magazine and on the photographic display panel (if submitted).

This data will not impact judging.

Was a QBS process used?

Yes - Select box on Official Entry Form

No – Leave box blank

Executive Summary

The executive summary is a one page summary that describes the challenge and the engineering solution. Prior to judging, each judge receives the executive summary for each award entry. This is your chance to make a memorable first impression.

Executive Summary Format Requirements:

- Name of project and entry category must appear at the top of the page or page header.
- May not exceed one, 8.5"x11" page.
- Layout must include 1" margins.
- Text must be a minimum 12 pt type. Do not kern font.
- Text must be double spaced.
- An electronic version must be saved to the Windows-compatible CD as an editable PDF.

Consider the following suggestions when preparing your executive summary:

- The executive summary must be concise and to the point.
- Make sure the page format and text is easy to read.
- Use language the general public would understand. Judges have technical expertise, but may not be familiar with the engineering area addressed in your entry.
- Convey how the "engineer saved the day."
- Provide clear communication to the judges as to why this project is unique.
- Upon completion, have someone review the summary and ask if the problem and the engineering solution are clearly defined.

Helpful Hint: Refer back to the executive summary after project entry is complete. Have you highlighted the key points? Are the points clear, strong, and easily identifiable?
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Begin outlining key points here:

The problem:

The solution:

Why is this project unique?

How did the engineer save the day?

Project Description

The project description conveys how the engineer saved the day. Provide clear communication to the judges why this project is unique.

Judges have a limited amount of time to review entry binders. Keep this in mind while writing and laying out the project description. Clearly illustrate key points.

Project Description Format Requirements:

- Name of project and entry category must appear at the top of the page or page header.
- May not exceed five, 8.5"x11" pages.
- Layout must include 1" margins.
- Text must be a minimum 12 pt type. Do not kern font.
- Text may be single spaced.
- Project description may include photos and graphics.
- An electronic version must be saved to the Windows-compatible CD as an editable PDF.

The project description must address all of the following in clearly marked sections.

Role of the Entering Firm(s)

Note: refers to Call for Entries Project Description point 4a.

Role of your firm in the project: prime, sub, co-venture, etc

Role of Other Consultants

Note: refers to Call for Entries Project Description point 4b.

List the role and percentage of work done by each of the other consultants involved in the project. Who were they and what did they do? Be brief. This information helps judges determine which parts of the project was the entrant's responsibility.

Consultant

Role

Consultant

Role

Consultant

Role

Consultant

Role

Description of Entrant's Contribution

Note: refers to Call for Entries Project Description point 4c.

Briefly describe the entrant's contribution to the project, addressing each of the following in a separate, clearly defined section. Judging criteria, rating guidelines, and definitions are outlined on page 8 of the Call for Entries. The percentages indicate the weight of scores. The following points are judging criteria and should be clearly labeled for ease in judging:

- Original or innovative application of new or existing techniques = 20%
 - Future value to the engineering profession and public perception = 20%
 - Social, economical and sustainable design considerations = 20%
 - Complexity = 20%
 - Exceeding client/owner needs = 20%
- Total = 100%

The questions below are designed to help you effectively address judging criteria.

Original or Innovative Application of New or Existing Techniques

1. What challenges did your firm face when you first started working on the project?

2. What was the solution?

3. Did the solution use new science or provide a breakthrough in general engineering knowledge?

4. Was there a unique application of technology, technique, material or equipment?

5. How was the solution different from a similar project?

Future Value to the Engineering Profession & Public Perception

1. How could someone else use what your firm did to solve a similar problem?
2. Will this project leave a lasting impact or change the way of solving similar problems?
3. Does the entry advance a positive public image of engineering excellence?

Social, Economic, and Sustainable Design Considerations

There are several areas in which a project may offer social, economic, and sustainable benefits. Not all projects will offer all benefits. This page is designed as a springboard for thinking about the social, economic, and sustainable benefits of your entry. Does your firm's solution offer additional benefits as a spin off?

1. Did the project offer a solution to an environmental, health or safety concern? What were the secondary benefits to the community and/or environment?
2. Did the project utilize environmentally friendly materials or offer sustainable solutions?
3. Did the project make a process more environmentally friendly?
4. Has public health, safety or welfare been improved as a result of the project?
5. What are the economic benefits of the project?

Complexity

1. Was there a stage in the process where your firm's engineers really had to "know their stuff" to make the pieces work together? Were there unusual terrain conditions to consider; traffic flow problems; time limitations; or unusual working conditions (i.e. working underwater, unusual ways of transporting materials, working only at night, etc.)?
2. Did the project require use of extraordinary technology or ingenuity?
3. Was a complex problem met with a simple solution? Explain.
4. Did your firm play a significant role in the submitted portion of the problem? Clearly articulate what your firm did to solve the problem.

Exceeding Client/Owner Needs

Note: Judges typically give this section careful consideration when scoring projects.

1. What did your firm do to make/keep the client/owner happy during the course of the project? Consider how you were able to meet or beat deadlines, develop innovative solutions, engage the client/owner, solve more than one problem with a single solution, provide long-term benefits, etc.
2. Was the solution cost-effective? How did the project save money? Explain.
3. Was the timeline met? Did you save time with the design, phase or technology?
4. Was it an energy-saving design?
5. Were special materials used?
6. Did this project meet/exceed goals? How?
7. What made this a quality project? Consider selection and use of materials, quality control measures, etc.

Key Participants

Provide a list of key participants on the project. Provide firm and contact name, address, website and phone number of each key participant. Key participants should include contractors, subcontractors, other engineers, architects, and other designers involved in the project.

Provide the following information for each key participant:

- Firm name
- Key contact name
- Address
- City/State/Zip
- Phone number

Key Participant Format Requirements

- Format as desired, providing the required information, for the entry binder.
- An electronic version must be saved to the Windows-compatible CD as an Excel file. Each of the required components listed above should be a column header.

Firm

Key Contact

Address

City/State/Zip

Phone Number

Firm

Key Contact

Address

City/State/Zip

Phone Number

Firm

Key Contact

Address

City/State/Zip

Phone Number

Firm

Key Contact

Address

City/State/Zip

Phone Number

Firm

Key Contact

Address

City/State/Zip

Phone Number

Firm

Key Contact

Address

City/State/Zip

Phone Number

Category A Submissions

Note: for Category A submissions only.

Although not required, it is strongly suggested that research report entries (Category A) include a **supplementary report** containing findings with graphs, drawings, etc.

The supplementary report may be inserted into the entry notebook or in the back cover pocket. It may also be submitted as an additional document (one copy).

The Category A Supplementary Report is the only extra material allowed in the project binder or with a submission.

Images & Captions

Photographs and/or illustrations are valuable and used extensively. Images provide a visual for the judges, are used extensively in public relations activities and represent the project during the awards presentation.

Photograph Requirements

- High resolution, professional quality photographs or illustrations should be provided on coated paper and sized to fit into the 8.5 x 11" page sleeve.
- Do not mount images.
- A complete set of images must be included in each entry binder.
- A minimum of six different images must be submitted. Three photographs must be of the completed project and provide a high level of visual impact. Three photographs should display the planning, start-up, and/or construction of the project.
- For entries submitted under Category A, photographic representations of the study must be submitted.
- Images sized, at minimum, 2100 pixels x 2800 pixels and saved to the Windows-compatible CD as JPG, PNG, or GIF.
- Files will be used in print production in the Engineering Excellence Awards magazine.

Caption Requirements

- Captions are limited to 50 words.
- Captions should appear on a page adjacent to the image. Place the caption to be in the same orientation of the adjacent image for easy reading by the judges.
- Save captions to the Windows-compatible CD as an editable PDF.

Note: no supplemental models, equipment, or computerized accessories will be accepted for viewing during the judging process.

Copyright Written Permission

If your photographs are copyrighted, you must submit a written release authorizing the use of photos by ACEC WI.

Sample Language: Photo Release from Photographer

I, the undersigned, hereby grant (your company name), its successors and assigns, and those acting under its permission or upon its authority, or those by whom it is commissioned, the unqualified right and permission to reproduce, copyright, publish, or otherwise use photographs taken by me for purposes of advertising and public relations for the Engineering Excellence program originated by the American Council of Engineering Companies of Wisconsin.

Signature

Date

Name (printed)

Address

City/State/Zip

Witness

Optional – Photographic Display Panel

Submission of a photographic display panel is **optional** for the ACEC WI Engineering Excellence Awards competition. The panel will be displayed at the ACEC WI Awards Banquet and an electronic version will be posted the ACEC WI Engineering Excellence Awards webpage. If a panel is not submitted, the project will be represented online with text and photo(s). **Omitting the display panel will not impact judging.** A photographic display panel will be required for entries into the national competition, but is optional at the state level.

A PDF of the panel will be uploaded to the Engineering Excellence Awards winners page at www.acecwi.org. If a panel is not created, your project will be represented with photo(s) and text).

Panels will not be returned, but you will have the option to take the panel home with you after the ACEC WI Awards Banquet.

Helpful Hint: You may view the electronic version of past photographic display panels at <http://www.acecwi.org/displaycommon.cfm?an=1&subarticlenbr=590>.

If you submit a panel:

- Design a 30" x 30" panel that portrays key project elements through the use of photos, graphics, and minimal text.
- Panel must include the project title, client and/or owner name, entering firm's name, and the ACEC WI logo (members only). The logo may be downloaded at acecwi.org or contact acecwi@acecwi.org.
- Print and mount the design on foam core.
- Do not frame.
- Include a PDF of panel. The PDF should be a file size appropriate for web viewing. Reduce to 7.5" x 7.5"; 72 dpi. Include this file on the CD.

Helpful Hint: Historically, shipped panels have a tendency to get damaged. Package the foam core panel carefully for shipping or hand-deliver to the ACEC WI.

Note for National Competition:

The following points outline the ACEC national requirements and are not required for entry into the ACEC WI competition. You may wish to follow these guidelines should your project be eligible for the national competition. Refer to the national call for entries for complete submission rules. Specific lamination instructions are provided for national competition entry.

- Maximum of six photos and/or graphics may be used. A background photo is not considered a photograph. Each image shall be a minimum of 7" x 5" or 35 square inches.
- Minimum 32 pt type for text or descriptions and minimum 28 pt type for captions and graphics.
- Leave a 2" x 2" space in the upper right-hand corner of the panel that is free of text or images, but carries the panel's background scheme through this space. Do not leave as white space.

Entry Checklist

Official Entry Form

Entering firm, project name, client/owner are spelled correctly
Category is selected
Signatures are included
Form is filled out completely

Content

Descriptions have been reviewed for accuracy
Entry is concise and complete
Format requirements have been followed
Extraneous material is not included

Entry Binder

Two (2) complete entry notebooks have been created
Entry notebooks are clearly labeled with firm and project name
Binders are assembled in the following order:

1. Official Entry Form
2. Executive Summary
3. Project Description
4. Key Participants
5. Client/Owner Letter
6. Media Release
7. Photographs
8. Written Permission to use Copyrighted Materials (if applicable)
9. Supplementary Report (Category A only)

One (1) Windows-compatible CD

CD tested on another computer
Clearly labeled with firm and project name
Include in entry binder – affix to inside cover or insert in a protective sleeve
CD contains all required material:

- Executive Summary (PDF)
- Project Description (PDF)
- Media Release (PDF)
- Key Participants (Excel)
- Photos (JPG, PNG or GIF)
- Photo Captions (PDF)
- Display Panel – Optional (PDF)

Entry fee payable to ACEC WI

ACEC WI members \$625
Non-members \$1,500

Optional Photographic Display Panel