

2009

Design Professionals Survival Course™

Recover, Rebuild, Renew!

Survive the Downturn — Prepare for the Future

*Professional Underwriters of Arizona, Inc.
and Folk & Associates, P.C.*

The first segment of our program tackles the recession with key contract terms and strategies to get design professionals paid for their creativity and hard work. In the second segment, we will discuss creative insurance strategies to help you manage your risks and expenses during this time of economic turmoil. Our third technical session covers the legal and professional challenges of sustainable design; a concept that has no fixed standard of care. The final session introduces HB2396, which authorizes design and construction of transportation facilities through public/private partnerships, and continues our ongoing focus on the use of building information models (BIM). We also share our best practices for using the AIA A195,C295 or ConsensusDOCS 300 agreement for IPD projects.

Who, What, When, Where:

THURSDAY

1 OCTOBER 2009

UNIVERSITY CLUB OF
PHOENIX

39 E. MONTE VISTA AVE.
PHOENIX, ARIZONA

PROGRAM OVERVIEW

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|--|-------------|
| ◆ Registration & Breakfast | 7:00-7:30 |
| ◆ Getting Paid Without Getting Sued | 7:30-8:45 |
| ◆ Surviving Radical Change In Insurance Industry | 9:00-9:30 |
| ◆ Sustainable Design Meets Standard of Care | 9:30-10:00 |
| ◆ P3 Predictions—Is A Toll Road In Your Future? | 10:15-11:30 |
| ◆ Final Q/A Session and Closing Remarks | 11:30-12:00 |

Registration Form

Sign me up for the Survival Course!

Mail this form with your payment to :

Cynthia Lasko
Client Services Director
Folk & Associates, P.C.
3636 N. Central Ave.
Suite 600
Phoenix, AZ 85012-8503
FAX: 602-263-8274

QUESTIONS? Call 602-222-4400

Directions and Parking Information
Enclosed Or Available On Request
From cllasko@folklaw.com.

Name: _____
Firm: _____
Address: _____
Email: _____
Telephone: _____

1. ***Fill in your contact information including phone & email.***
2. ***Enclose check for \$85/person payable to Folk & Associates, P.C. — Enroll today!***
3. ***Registrations must be received by 24 September 2009 — Space is limited!***

Recover, Rebuild, Renew

- 7:00 — 7:30 a.m.** **Registration, Breakfast and Introductions**
- 7:30 — 8:45 a.m.** **Getting Paid Without Getting Sued**
- Tune up your contract to improve collections with simple changes to your standard terms and conditions
 - Learn how mechanics liens and provisional remedies secure your fee and generate negotiating leverage with clients
 - Keep your insurer in your corner if the client retaliates
- 9:00 — 9:30 a.m.** **The Insurance Industry Responds to An Economic Crisis**
- Find out if the benefits of “going bare” outweigh the risks
 - Get an independent agent’s opinion of new and old insurers who want your business—will they pay your claims?
 - Learn how to insure start-up companies and suddenly unemployed design professionals
- 9:30 — 10:00 a.m.** **Sustainable Design Meets Standard of Care**
- Discover why sustainable design and LEED® certification requirements will be a growing cause of liability claims
 - Learn what the new AIA and ConsensusDOCS contracts fail to say about legal standards for sustainable design
 - Temper client expectations for LEED® certification process
- 10:15 — 11:30 a.m.** **P3 Predictions—Is A Toll Road In Your Future?**
- Learn how HB2396 and public/private partnerships (P3) might reshape Arizona’s transportation system
 - Share your best practices for P3 or integrated project delivery (IPD) teams and use of BIM for design and construction
 - Decide whether the AIA A195/C295, ConsensusDOCS 300 or “None of the Above” is best for your IPD projects
- 11:30 — 12:00 noon** **Final Q/A Session and Closing Remarks**

Presented by:

Jeff Gerrick, Professional Underwriters of Arizona, Inc.

Mr. Gerrick began his career in 1970 with several large insurance companies in the Midwest. In 1975, he joined a large brokerage firm to specialize in professional liability coverage for architects and engineers. In July 1980, Mr. Gerrick established the Arizona office of Professional Underwriters, an independent agency serving engineers and architects since 1970. Mr. Gerrick provides specialized insurance and risk management services exclusively for design professionals.

P. Douglas Folk, Folk & Associates, P.C.

Mr. Folk has represented design professionals, contractors and construction managers since 1980. In addition to his litigation and risk management consulting practice, Mr. Folk served two terms on the *Arizona Board of Technical Registration* and remains active in enforcement and rulemaking processes. He is a co-editor of *Design Professional and Construction Manager Law* published by the American Bar Association Forum on the Construction Industry, and a frequent speaker on business, insurance and legal issues important to design professionals. He is on the *Super Lawyers®* list of leading Arizona lawyers for construction litigation and professional liability defense.
