



Keynote Address

New York Times
Best-Selling Author

Jason Jennings

ASCE's 138th Annual Civil Engineering Conference



ENGINEERING: The Workforce of the Future



2008 Annual Program Highlights

- Plenary Session featuring Jason Jennings
- CEO Forum
- Sessions on Future Workforce Issues, Risk Assessment, and Leadership
- Short Courses
- ASCE Career Fair
- Technical Tours
- Younger Member Program & Activities
- Student Member Program & Activities
- International Program & Activities
- Celebration of Leaders Dinner
- ASCE Closing Theme Event
- Welcome Reception & Ice Breaker
- Guest Tours

Save the Dates!
November 6-8, 2008 • Pittsburgh, PA



Keynote Address

What does the future hold for the civil engineering profession?

How will you step up to meet the industry's new challenges and thrive in the civil engineering workforce?

Jason Jennings
Author
Think BIG-Act Small

Jason Jennings, business thought-leader and best-selling author, brings two decades of experience building businesses to his keynote address at ASCE's 138th Annual Civil Engineering Conference. Named one of the three most in-demand business speakers in the world by USA Today, Jennings' books command a spot on best-seller lists, including his most recent, *Think BIG-Act Small*.

Reap the rewards of Jennings' five leadership secrets, delivered to you after his extensive research of more than 160,000 companies. These secrets will help you work in a faster, more productive and innovative environment that will drive customer satisfaction, gain employee/worker buy-in, and consistently expand your firm's bottom line.

Why Pittsburgh?

- 10** It's the complement to your French fries, hamburger, or even scrambled eggs, and it began in Pittsburgh. See how ketchup got its start at the Heinz Museum.
 - 9** Think you know George Washington? Think again. Visit the city where the first ferris wheel was invented by civil engineer and Pittsburgh native George Washington Gale Ferris.
 - 8** The saying goes, "It's not easy being green," but Pittsburgh makes it look easy! Tour the world's first "green" and world's largest "green" convention center.
 - 7** While Pittsburgh's 446 bridges – the most in any city – span three rivers, ASCE's Annual Conference will bridge the gap between young and seasoned engineers.
 - 6** Why has Pittsburgh been rated "America's most livable city" twice? It's time you found out through an array of technical tours that will let you know first hand.
 - 5** Dramatically cantilevered over a waterfall, take in Frank Lloyd Wright's masterpiece Fallingwater, named one of the "50 places of a lifetime" by National Geographic.
 - 4** Support your lifelong learning by collecting valuable Professional Development Hours (PDHs) just for attending.
 - 3** Today your civil engineering skills are in demand. Find out what's in store for the future engineering workforce at ASCE's Career Fair – one more way ASCE helps you advance your career and network. This is your opportunity to meet the workforce of the future – students.
 - 2** Expert-led events sharpen your leadership skills through specialized sessions on infrastructure risk and security, sustainable design, and urban development.
 - 1** Renowned leadership and management speaker Jason Jennings headlines the 2008 program. Listen to what he thinks about the profession's future and how to ensure you're prepared to meet the challenges of the future.
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