

CELSOC 2006 Chapter of the Year Application

Table of Contents

1. Letter to Selection Panel
2. Entry Form
3. Chapter Organization
4. Effective participation in the Legislative Process
5. Public Awareness of Services Provided by Member firms
6. Enhancement and Improvement of Business Practices
7. Strengthen Membership in CELSOC



Letter to Selection Panel

September 29, 2006

CELSOC
Rebecca Nicholas
1303 J Street, Suite 450
Sacramento, CA 95814

Subject: CELSOC's Chapter of the Year Award
Official Entry Form for July 2005-2006

Dear Selection Panel:

As one of the biggest and most active chapters of CELSOC in California, this year the Los Angeles County Chapter set out to achieve four main objectives:

1. Increase membership
2. Improve impact on local and state politics
3. Spearhead and host a successful statewide annual conference
4. Grow the scholarship program

It was a stellar year for the Los Angeles Chapter due to a recommitment to our Chapter's mission to ***Building a Stronger Los Angeles through a Legacy of Leadership***. We are proud to report that the four objectives of the chapter were not only met, but were far exceeded benefiting our members firms tremendously this year. With a strong and renewed commitment by local member firms to the leadership of CELSOC in Los Angeles we have reestablished the chapter as a powerful entity connecting our members to emerging technologies, industry trends, local legislation, business opportunities and the future generation of engineers and surveyors. These objectives have been accomplished through our monthly programs, growing membership, and steadily increasing visibility with local policy makers, and swelling scholarship funds. In addition to focusing on these formidable objectives, the Chapter played an integral leadership part in hosting the most successful annual conference in the organization's history!

In the past 5 years the Los Angeles Chapter has catapulted from a dwindling chapter to one of the most active in the state. In summary we have:

- Seasoned Board of Directors with daily involvement on the management of the Chapter
- Diverse and well attended Monthly Programs
- Strong Membership involvement in preparing for and participating in Legislative Day
- Established a local Scholarship Program currently funded with nearly \$20,000.
- Organizational Outreach through affiliation of programs and support of political issues and candidates

- Revitalized and expanded Liaison Committees and the use of these committees to promote and support member firm issues

We believe that this turn around and new energy should be rewarded and that it is fitting for Los Angeles to be honored as CELSOC's Chapter of the Year.

The attached submission presents a more in-depth discussion of the developments and activities of the Chapter. We appreciate your consideration of the Los Angeles County Chapter for selection of the Chapter of the Year Award. Please feel free to contact the undersigned at (562) 597-3977 with any questions regarding this submittal.

Respectfully submitted,



Michael M. Mooradian
President, 2005 - 2006
CELSOC
Los Angeles County Chapter



**CELSOC's CHAPTER OF THE YEAR AWARD
OFFICIAL ENTRY FORM FOR JULY 2005 - JUNE 2006**

SUBMIT ENTRY TO:
CELSOC
Rebecca Nicholas
1303 J Street, Suite 450
Sacramento, CA 95814

DEADLINE: September 29, 2006

CHAPTER NAME: Los Angeles County Chapter _____

CHAPTER PRESIDENT: Michael Mooradian _____

DIRECT CORRESPONDENCE CONCERNING APPLICATION TO: Kelly Asper _____

At your request the following information can be provided by the CELSOC office:

- **Number of Chapter members:** 88 firms _____

- **State Board meeting participation by Chapter Directors:** _____

- **Number of Member Firms that participated in CELSOC Programs**

 Engineering Excellence Awards: 29 firms _____

 Professional Development Award: N/A _____

 Legislative Visit Day: 16 firms _____

- **Chapter's net membership gain:** 7% _____

- **Chapter's membership retention:** 100% _____

The following categories will be addressed in your Chapter's submittal:

- 1. Effective Participation in the Legislative process**
- 2. Public Awareness of Services Provided By Member Firms**
- 3. Enhancement and Improvement of Business Practices**
- 4. Strengthen Membership in CELSOC**



Chapter Organization



The Los Angeles County Chapter consists of 88 member firms throughout the County. Our current membership consists of about 30% large firms and 70% small consulting firms. The makeup of these firms varies from civil engineering design, surveying, geotechnical engineering, and testing and inspection. The majority of our members are focused on transportation, water and wastewater, public infrastructure, and private development.

Chapter management is conducted through the four Executive Officers and ten Directors making up the Board of Directors. The Board also retains an Executive Director to assist with daily chapter management.

The 2005 - 2006 Board of Directors consisted of the following representatives:



Michael Mooradian, PSI – President



Gene Bougdanos, HDR - Vice-President



Shahram Vahdat, DMJM + HARRIS – Treasurer



Chris Zadoorian, GeoDesign, Inc. – Secretary



Ray Fares, Parsons Brinckerhoff



Art Hadnett, Carter & Burgess



Justin Kempton, Kleinfelder





Blake Murillo, Psomas



Jim Owens, PSI



Al Perdon, Albert Perdon & Associates



Alfonso Rodriguez, URS Corporation



Jerry Romana, URS Corporation



Roland ("Rolly") Rothman, Rothman Engineering



Jim Van Beveren, Van Beveren & Butelo



Stephanie Wagner, Wagner Engineering & Survey



Kelly Asper Executive Director



2005-2006 LA Chapter Member firms:

Abratique & Associates, Inc. - Andrasen Engineering, Inc. - Arroyo Engineering Solutions - B & E Engineers - Berg & Associates, Inc. - BP Consulting Engineers, Inc. - Brandow & Johnston Associates - Brockmeier Consulting Engineers, Inc. - Cabrinha, Hearn & Associates - Fred H. Cady, Inc. - Carter & Burgess, Inc. - CNC Engineering - N.A. Cohen Group, Inc. - Converse Consultants - Crandall Consultants, Inc. - J. D. Crevier & Associates, Inc. - Damian Gerard Curran Associates - Dalan Engineering, Inc. - Dean Ryan Consultants & Designers, Inc. - Diamond West Engineering, Inc. - Donald F. Dickerson Associates, Inc. - DMJM + HARRIS - EARTH TECH - ECS Technology - Enenwali & Braun, Inc. - Flow Science Incorporated - GeoDesign, Inc. - Gunzler & Associates - HDR Engineering, Inc. - Hopen, Hedlund & Darby, Inc. - HPA Engineers, PC - Insight Structural Engineers - Ellis J. Jones, Consulting Engineers - JSA - Robert K. Kameoka, Civil Engineer - KBR (Kellogg, Brown & Root, Inc.) - Kleinfelder, Inc. - KPFF Consulting Engineers - Land Tech Engineering - LC Engineering Group, Inc. - Gerald Lehmer Associates - Leighton Consulting, Inc. - Lorick Associates Consulting, Inc. - Lowney Associates - MACTEC Engineering & Consulting - McKnight Laboratory, Inc. - Irvan F. Mendenhall - Moffatt & Nichol - Olen D. Murrey, Civil Engineering/Land Surveying - Myers, Houghton & Partners, Inc. - National Engineering Technology Corp. - Olson & De Tilla Associates - Parsons - Parsons Brinckerhoff Quade & Douglas, Inc. - Albert Perdon & Associates - Pertconsult International (USA), Inc. - Pivot Group, Inc. - Professional Service Industries, Inc. (PSI) - Psomas - Ring & Ellzey - RKA Civil Engineering, Inc. - William Rose & Associates, Inc. - Rothman Engineering - RSA Associates - Sikand Engineering Associates - Silver, Roth & Associates, Inc. - Robert R. Sims, PE, Inc. - Ralph Stone and Company, Inc. - STV Incorporated - Sukow Engineering - Tetra Tech, Inc. Infrastructure Services Group - Thomsen Engineering, Inc. - Turpin & Rattan Engineering, Inc. - Twining Laboratories of Southern California - URS Corporation - Van Beveren & Butelo, Inc. - W-J Engineering, Inc. - W2 Design Inc. - Wagner Engineering & Survey, Inc. - Wagner-Kerr Associates, Inc. - Westcon Engineering, Inc. - Whitson Engineers - Wilbur Smith Associates - Yale Partners, Ltd.



Effective Participation in the Legislative Process

Does your chapter have a pro-active program for local politics and media activities? Please describe.

The Los Angeles County Chapter maintains a strong commitment to keep CELSOC members up-to-date with political, legislative and trends/standards that affect our businesses, our practices and the A/E industry as a whole. One of the Los Angeles Chapter's strengths in the political process is our presence and involvement with the California Legislature through the annual Legislative Visit Day in Sacramento. This year was no exception. The Los Angeles Chapter has developed a program that keeps getting stronger; 22 members of the Los Angeles Chapter visited the offices of 40 Greater Los Angeles Area Assembly and Senate representatives at the Capitol in 2006.

Our Chapter takes this event very seriously. We plan our approach months in advance of the event. With such a large "political infrastructure" making up the Los Angeles area of influence, this attention to detail is critical to getting the most from our visit. We assign members to conduct phone contacts to initially schedule the appointments, follow-up with faxes to confirm, develop a master schedule of what members will see which Senators and Assembly members and then develop very specific talking points which are personalized for each visit. To ensure a successful event, the Chapter establishes a "command" center at the event to coordinate last minute changes in delegates and legislature schedules.

In addition to the annual Legislative Visit Day in Sacramento, the Chapter hosted and participated in a number of important legislative-focused events that provided insight to local politics as well as access to policy and decision makers. They included the following:

- What's on the Ballot That May Impact CELSOC Members and the Industry?
- CELSOC's 2006 Legislative Priorities
- Jerome E. Horton, State of California Assembly Member 51st District
- Keith Dunn, CELSOC's Legislative Director
- Alex Padilla, City of Los Angeles Council Member - Fundraiser
- Carl Strock, Chief of the U.S. Army Corps of Engineers



In line with the Chapter's objective to have a greater impact on local politics, we created CELSOC Liaison Committees with Public Agency clients. The first CELSOC Liaison committee was created with the City of Los Angeles, Bureau of Engineering (BOE) which was first formed in 1992 to provide an opportunity for members of the consulting community to interface with members of the City BOE. Issues of mutual interests to the consultants and City staff are commonly discussed. Since then CELSOC Los Angeles has added four more committees: Caltrans District 7, Los Angeles Unified School District (LAUSD) and the Ports of Long Beach and Los Angeles. All CELSOC members are welcome to attend the meetings, and for those who cannot attend can review meeting notes and updates that are provided in the Chapter's quarterly newsletter.

This year the chapter enhanced this program by expanding its outreach with the ports. We separated our ports liaison committee by creating a Port of Long Beach Liaison Committee (POLB), and Port of Los Angeles Liaison Committee (POLA). The separate committees enabled us to focus on contractual and business issues that are unique to the respective ports. The ports expressed an interest to increase its participation with our organization to facilitate contact with the engineering consulting community and gain our support of their initiatives such as legislative advocacy, small business outreach and green port initiatives. The first meeting with POLA was attended by Dave Walsh, Assistant Chief Harbor Engineer and Dina Aryan-Zahlan, Harbor Engineer. POLA provided a Power Point presentation of its upcoming projects to our members and provided an overview of the type of consultants that the port would be hiring in the year ahead. The Port is expected to triple its throughput in the next 15 years. The ports represent an area of growth for Los Angeles, and as a proprietary department of the City, it will be providing many contracting opportunities for our members in the years ahead. Similar meetings were held with POLB, Caltrans and LAUSD.

[How many of you members participated in ACEC's CCD in Washington DC?](#)

The Los Angeles County Chapter had five members attend ACEC's Consulting Congress Day in Washington, D.C.



Public Awareness of Services Provided by Member Firms

Describe ways in which your chapter calls attention to public works in a positive way.

Each year CELSOC Los Angeles County Chapter presents the Engineering Achievement Award to the visionary leader of a major project or program in Los Angeles County. The Award recognizes distinguished achievement to those who have made a significant impact on the engineering community by making unique contributions to the cornerstone capital projects of Los Angeles County. The Award honors those who have demonstrated unparalleled skill in managing the complex issues of engineering, design and construction as well as politics, funding, and the interest of the public to move their projects to completion. It is their vision, perseverance, effectiveness and creativity that facilitate the achievement of major projects and programs in Los Angeles County.



Engineering Achievement Award Past Recipients

1995	Gill Hicks, ACTA
1996	Dennis Majors, Metropolitan Water District of Southern California
1997	Port of Los Angeles and Port of Long Beach (<i>combined award</i>)
1998	Harry Stone, Los Angeles County Department of Public Works
1999	John Fassina, Al Leiga, Bob Huff, Harry Baldwin ACE Construction Authority founders
2000	Lydia Kennard, Los Angeles World Airports
2001	Gary Cusumano, Newhall Land & Farming
2002	Adam Schiff, U.S. Congressman for the Gold Line Construction Authority
2003	Supervisor Mike Antonovich, County of Los Angeles
2004	Roger Saoble, Los Angeles County Metropolitan Transit Authority
2005	Gary Cardamone, Deputy Chief Harbor Engineer, Port of Long Beach, and Mr. Dave Walsh, Assistant Chief Harbor Engineer, Port of Los Angeles (<i>combined award</i>)
2006	Steve Soboroff, Playa Vista
2007	TBD

Does your chapter offer any outside scholarships, partnerships with schools/universities, mentoring programs, shadow-days, etc?

The LA Chapter of CELSOC is committed to scholarships and partnership programs that connect the next generation of engineers and surveyors to our current members. We believe that in order to vitalize our profession we must provide opportunity to our youth.

Beginning in 2005, CELSOC developed a scholarship fund for qualified engineering undergraduate and graduate students attending Los Angeles County colleges and universities. All net proceeds to the Awards Banquet are earmarked for the perpetuating Scholarship Program. Three Scholarships were awarded this year to Engineering Students attending local Universities. Led by Gene Bougdanos, our scholarship committee awarded three scholarships to the following students:

\$5,000 Brett Grunert—Cal State Northridge

\$3,000 Jacob Hagman—Cal Poly Pomona

\$2,000 Stacey Toguchi—Loyola

We are excited to report that the scholarship fund has grown dramatically as a result of the generous support of the Chapter as well as philanthropy of Microdesk who sponsored a \$5000 scholarship and Kimley Horn who sponsored a \$500 scholarship. As a result of the financial success of this years banquet, we will be able to add additional scholarships next in increasingly higher amounts.

Our Chapter will be at the forefront of offering opportunities for local students to pursue their education as Engineers and Land Surveyors. Thanks to all the firms who participated by supplying and or bidding on silent auction items and who purchased major sponsorships.

What community service programs within the community does your Chapter participate in?

We are proud to have some very civic minded individuals on our board and within our membership. Our combined energies have achieved some great milestones in the past year. Of significant importance are the rebuilding efforts that are taking place as a result of one of the worst natural disasters ever - Hurricane Katrina. Two noteworthy contributions include URS Corporation's financial donation of over \$117,000 to the survivors of Katrina Members, and most impressive is the personal commitment of Paul and Stephanie Wagner who have taken in a Hurricane Katrina evacuee who lost his home. The Wagner's and many others continue to support the Hurricane Katrina Relief fund at every possible opportunity.

Locally, members have participated in and initiated clothes and toy drives through our circle of employees, friends and associates for charitable and non-profit associations, coached youth soccer teams, supported the United Way, provided financial assistance to One Generation - a combined preschool and senior day center, and done Public Broadcasting with USC Radio station to remind Kids to avoid drugs.



Enhancement and Improvement of Business Practices

Describe your Chapter's awards and recognition programs for your members.



Each year CELSOC Los Angeles County Chapter presents the Engineering Achievement Award to the visionary leader(s) of a major project or program in Los Angeles County. The Award recognizes distinguished achievement to those who have made a significant impact on the engineering community by making unique contributions to the cornerstone capital projects of Los Angeles County.

The Award honors those who have demonstrated unparalleled skill in managing the complex issues of engineering, design and construction as well as politics, funding, and the interest of the public to move their projects to completion. It is their vision, perseverance, effectiveness and creativity that facilitate the achievement of major projects and programs in Los Angeles County.

The 2006 Engineering Achievement Award recipient, Mr. Steven Soboroff has served Los Angeles for most of his career as a public appointee and as a developer of major projects. At the banquet Mr. Soboroff recounted his career as a Captain of Industry and a public figure. Mr. Soboroff's passion to make projects happen as well as his love of Los Angeles were apparent throughout his speech. It was clear from his acceptance speech and ensuing reception from the banquet attendees, that Steven Soboroff was an outstanding selection for the award. This event was attended by 135 engineering professionals who generously supported our on-going scholarship effort and who enjoyed a wonderful evening highlighted by the keynote speech offered by Mr. Steven Soboroff of Playa Vista. Mr. Anthony Gioello, Chief Harbor Engineer from the Port of Los Angeles, served

as the Master of Ceremonies. Tony congratulated the Chapter for our efforts in maintaining a liaison with a number of the major public agencies in the County as well as for the scholarship endowments presented to deserving students.

Describe any environmental enhancement (such as, Adopt-a-Highway programs, environmental clean-up, participation in Earth Day, recycling education, etc.) that your Chapter is involved in.

As the Port of Long Beach continues to develop its environmental protection and enhancement programs, the Port needs to increase the community's understanding of the Green Port programs, and to help raise the overall level of environmental awareness and involvement among the residents of Long Beach and surrounding communities. In June of 2005 the POLB held the first Green Port Open House, attended by more than 2,000 members of the public, at which the Port, its customers, and local agencies highlighted how Green Port projects are addressing the Port's goals. Many of our member firms supported the Green Port program by attending and sponsoring booths and information sessions about current environmental projects at the Port.



What efforts does your Chapter make to promote the engineering and land surveying professions? Examples include but are not limited to participation in National Engineers Week activities, educational outreach, and other programs geared to promote the profession.

High School Summer Internship. CELSOC LA member firms partnered with the City of Los Angeles Department of Public Works in a High School summer internship program for technically inclined students. Participating firms included CH2MHill, DMJM Harris, HDR, HNTB, Psomas, and URS Corporation. Approximately 25 students from participating firms were employed and exposed to a variety of infrastructure development projects in order to give the students a "feel" for our profession. Students were selected from the inner city campuses of Los Angeles which represent a student population who may not know much about engineering and Land Surveying professions. Member firms participated in a Saturday workshop and interview event to select students for the 2005 program. The feedback from the participants was outstanding and rewarding. The Mayor's office acknowledged the program with a celebratory luncheon issuing proclamations to participating member firms.

Political Visibility. Our existing relationships with individuals in public legislative service was strengthened and further developed to provide a wider spectrum of influence and impact in local legislative activities that affect our profession. In particular, we developed new relationships with the City of Los Angeles Mayor's office, The County Supervisor's office and local commissions in many different cities and agencies. As a result, the Los Angeles Chapter is now



widely recognized and sought out as an organization with a mission and capability, which is an asset to many issues and programs being considered in the region.

As a result of these primary initiatives, the Los Angeles County Chapter has seen a much increased presence in the local community, both from a professional and legislative perspective and this has provided the chapter with several additional large firms joining the Chapter, as they now see the effectiveness and benefit of active membership in CELSOC. As a side benefit, we also enjoy a much more vibrant level of participation from our existing membership, and additional non-member participation from related organizations and agencies. Virtually every program now includes members, non-members and people affiliated with the legislative community.



Strengthen Membership in CELSOC



Describe what your Chapter does in regards to membership recruitment events.

One of the highest priority strategic goals for the past year was to enhance our chapter programs. The recent years had seen a drop-off in activity and attendance in the few programs offered. This past year completed a two-year reinvigorating process, which encompassed a number of specific elements:

Recruiting Efforts. We appealed to high-level personnel of large member firms who had been dormant during the recent past, to reengage in Chapter activities. This aspect had two primary goals: to bring the previously dormant firm back into active involvement in the Chapter activities, and to assist in establishing a forum and dialog with other large firms that were not members in CELSOC, to reconsider joining. This strategy proved to be successful in attracting more involvement from previously dormant member firms and was also instrumental in bringing in several large firms into CELSOC membership as new large member firms. Many of the larger firms are now active in CELSOCLA and serve on our Board of Directors.

Program Enhancements to Increase Interest. From our strategic planning process, we identified the need for a strong program agenda featuring high-profile local projects, political speakers and educational topics that would provide the highest level of interest from our membership, and those whom we had targeted to attract and retain as new members or affiliates. Actions for improvement included establishing a Program Committee with a strong chairperson, outreaching to members on areas of interest, and discussions with

outside related organizations shown to be successful in this area. Considerable effort was expended by board members and our relationships with public and private owners and other organizations to capture and entice high quality speakers and topics consistently, month in and month out. The results of this effort were ten luncheon programs in 2006, including two educational seminars, with high profile speakers relevant to the issues and projects that are of extreme importance to our members.

Alliances with Key Agencies and Private Companies. Using our board members' relationships and influence, we established partnerships with representatives of large local agencies, both in engineering-related operations, as well as the legislative areas, to assist in bringing highprofile individuals and future projects into our program schedule. We have active Liaison Committees with:

- The City of Los Angeles
- Port of Los Angeles
- Caltrans District 7
- The Los Angeles Unified School District

What is the percentage of members attending Chapter meetings?

50% members 50% non-members.

What does your Chapter do for Member-to-Member outreach? Examples are: member surveys, newsletters, meeting notices, member welcome packages, annual meetings, educational opportunities, leadership training, etc.

Publications. Professional outreach also occurs through the Chapter's publication titled "The Right Angle" which is distributed to all member firms and made available on our website, and also distributed to potential member firms. Beginning this past year, we have also begun to re-design our own local Chapter website, with access to chapter members, officers and our program calendar and links to related topics and sites. This website is was in 2006 completed and is fully operational. In addition to the web site and "The Right Angle", CELSOC Los Angeles also has regular bulletins and notifications distributed to its members via email. These notifications and bulletins are generally sent out on a recurring basis as reminders to our member firms regarding issues and upcoming events. This form of communication has been instrumental in growing the Chapter's database of professionals within each of the member firms and identifying and capturing more individuals for participation in our standing and ad-hoc committees. One of the highest priority strategic goals for the past year was to enhance our chapter programs.



Education Outreach. The Chapter's board members have also adopted local colleges and universities to assist in our outreach to students in the importance and benefits of participation and eventual membership. Members of our board have visited local campuses, and served on committees with Department Heads and Deans of the Universities. We have also extended invitations and sponsored faculty members to attend our functions, to help develop a stronger link to the future of our profession.

CELSOC '06 Annual Conference. As a result of the Chapters revitalization over the past few years, the board of directors established a strategic objective to attract the '06 Annual Conference to Los Angeles. A lot of research and planning went into our proposal as we made our presentation to the '04 Organizing Committee and to the State Board of Directors, demonstrating our strong interest in hosting and the benefits of having the event in Los Angeles in 2006. Fortunately Los Angeles (Hollywood) was chosen and nearly our entire CELSOCLA Board of Directors was engaged in planning the event. Mr. Carl Enson, vice president of the Chapter, took the lead by chairing the state and local committees on organizing the conference. Local committee members were instrumental in establishing topics and presenters for the breakout sessions, capturing key note speakers, and identifying venues that excited both members and spouses. Special thanks to Stephanie Wagner for securing the Magic Castle for our dinner event and Mr. Blake Murillo for securing Mr. John Wooden as a key note speaker. From Trump National for Golf to the architectural tours of downtown Los Angeles to the Getty Museum, this conference was truly a memorable experience for all participants. We believe that the 2006 "Experience the LA Renaissance!" was one of the best ever CELSOC conferences!

