



2011 AWARDS COMPETITION GUIDELINES

50 percent off the entry fee for first time entrants!

The following guidelines were put together to help you submit an entry in the state awards competition. The state guidelines differ from the national guidelines so please read through this document carefully. Member firms that have not entered the competition in the past 10 years are eligible to receive 50 percent off the entry fee. Instead of paying \$750, your firm would pay only \$375!

Important dates to keep in mind:

- Letter announcing competition and schedule: mid-August
- State Informational Meeting: September 16, 2010 (12 p.m. – lunch provided)
- Preliminary State Entries Due: Monday, October 4, 2010 (**electronic submittals only please**)
- Final State Entries Due: October 25, 2010 (12 p.m.)
- State Judging: November 18, 2010 * - Mall of America Executive Center
- Notice of state grand/honor winners: November 19, 2010
- Final National Entries Due to ACEC National in Washington, DC: January 7, 2011
- State Awards Banquet: January 28, 2011
- National Judging: February 4-6, 2011
- National Awards Gala: April 1, 2011 in Washington, D.C.

One of the previous competition requirements was to submit a 30x30 "FRAMED" panel that was displayed during the awards banquet reception. The awards committee decided to make the framing OPTIONAL -- something firms could do after the banquet if they chose to give to a client or hang in their offices -- and instead utilize the money (roughly \$100, which is absorbed in the entry fee) -- for an exciting PR opportunity with *Finance and Commerce* (F&C).

Twice a year, the publication sells a special advertising wrap, which would be published in March 2011. The ad wrap package includes:

- A special (roughly 5x5) cover wrap around the publication with association and firm names/logo
- Two page spread – could include photos/write-ups on award winners as well as any other articles we have room to include
- Firm names/logos on the F&C website
- Listing in the sustainability design directory (\$250 value)
- Distribution for F&C is approximately 15,000; Minnesota Lawyer is 9,000 and Capitol Report is 2,800
- F&C would also send the publication to the ACEC/MN member/affiliate firm distribution list

As you can see the potential exposure is huge and the value seems high given that each firm would be spending \$100 for nearly a \$4000 opportunity.

Preliminary State Entry Requirements

(Due Oct. 4 – Submit electronically, with the exception of the entry fee)

1. Complete the "Official Entry Form for the 2011 Engineering Excellence Awards." You can use the electronic/fillable form on the ACEC/MN website www.acecmn.org (A photocopy of the entry form is acceptable for the state competition, however an original copy is required for the national competition). There is also a form found on the back of the ACEC Call for Entries brochure. **Signatures are not necessary for the preliminary state entry, however they are mandatory for the final state entry.**
2. A \$750, non-refundable, entry fee payable to ACEC/MN (\$1500 for non-members)
(Member firms that have not entered the competition in the past 10 years pay only \$375).
3. One photograph, drawing or artist rendering, table/chart or one report that indicates the nature of the project or achievement (4x6 photo, format as jpeg or tiff, CMYK at 300 dpi).
4. A brief description of the project, not to exceed 125 words.

Send your completed entry via e-mail to:
lpeterson@acecmn.org

Send your \$750 entry fee to:
ACEC/MN
ATTN: Awards fee
10201 Wayzata Blvd, Suite 240, Minnetonka, MN 55305

Studies, Research and Consulting (Category A) or Surveying and Mapping Technology projects (Category D) must have been publicly disclosed by the client between **November 1, 2008 and October 31, 2010**. Construction of projects (Categories B through L – with the exception of D) must have been substantially completed and ready for use between **November 1, 2008 and October 31, 2010**.

NOTE: The preliminary requirements are used for screening entries. All entrants should consider themselves a finalist unless contacted by the ACEC/MN office.

Recent Submission Changes

Below are recent changes to the state/national guidelines you should be aware of:

- Panel framing is now optional for the awards banquet reception.
- Press release is not required for the state competition (and not necessary to include media contacts)
- Changes to photo size, now 8.5" x 11"
- Provide 15 color copies of the PowerPoint presentation (6 slides) for each judge so projects are better represented visually.

NATIONAL CHANGES

- Added a new category entitled Industrial and Manufacturing Processes and Facilities.
 - Revisions to all categories (except D)
 - Check off box for project awarded through QBS process.
 - Company representative must be available by phone all day (business hours) on Wednesday, January 12.
 - Category A Entrants: Place the Supplementary Report inside the back cover of the black binder.
 - CD-ROMs only need to include six photos or graphics, media list in Excel, photographic display panel and the Powerpoint file.
 - 2010 Dates for Submissions, Judging and Gala. Grand winners who choose to enter the national competition will send their items directly to national (checks, notebooks, panels, etc) **DO NOT SEND THEM TO THE MINNESOTA OFFICE.**
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Final State Entry Requirements (Due Oct. 25)

The following information should be submitted in a plain black, three-ring notebook. **Several of these items will need to be included on a CD-ROM – see item #10.**

1. The original signed entry form. The engineer, client and owner (if applicable) must all sign the original entry form. ACEC/MN staff will insert the original, signed entry form if it was submitted with the preliminary entry.
2. An executive summary, **not to exceed one page** (8.5" x 11" with 1" side margins, minimum 12 pt. type, double-spaced), describing the problem and solution. The project title and entry category must appear at the top of the page.
3. A project description, **not to exceed five pages** (utilizing 8.5" x 11" paper with 1" side margins) addressing items a, b, c and d. You may utilize text (minimum 12 pt. type), photos, graphs, etc. within the five-page limit. Project title, category and page number must appear at the top of each page.
 - a. The role of the entrant's firm in the project
 - b. The role of other consultants participating in the project
 - c. A description of the entrant's contribution to the project, addressing the following points:
 - Original or innovative application of new or existing techniques
 - Future value to the engineering profession and perception by the public

- Social, economic, and sustainable design considerations
 - Complexity
 - Exceeding owner/client needs. Include total project budgeted cost, total project actual cost, entrant's portion of the budgeted cost, entrant's portion of the actual cost, schedule and actual date of completion information from the official entry form.
- d. Describe in 100 words or less (and in layman's terms), how you would describe to a public audience why this project is unique.
4. Client/owner letter addressed to ACEC, describing the relationship the client/owner had with the entrant in the development of the project and how it exceeded the client/owner needs.
 5. Six high quality 8"x10" unmounted, glossy color photographs. Each photograph should have the project name, firm name, entry category and caption (not to exceed three sentences) attached to the back and labeled Photo 1, Photo 2, etc.
 6. Fifteen color copies of the PowerPoint presentation (6 slides) for each judge so projects are better represented visually.
 7. A jury statement of **no more than 500 words** (approximately two pages, double spaced) that will be **read out loud** to the judges during the judging process. Statements in excess of this maximum will be edited! Please include the entering firm name and the project name at the top of the document.

The jury statement should address the five criteria outlined in #3c above and should highlight special features of the project, i.e. what sets this project apart from others? Why did your firm submit this project instead of other projects you worked on over the past year? This is your chance to address the judges and tell them what you want them to know – get your point across. **Please indicate where photos should appear when the jury statement is read at the judging by indicating Photo 1, Photo 2, etc within the text.**

8. A brief summary of the project that will be read at the awards banquet and used in the awards brochure. The brochure is distributed to the public, media and your clients after the awards banquet in January. **(125 words)**
9. One copy of a CD-ROM labeled to indicate the firm name, project name and category. The CD-ROM should include the following:
 - a. Entry form
 - b. Executive Summary
 - c. Project Description
 - d. Client/owner letter
 - e. PowerPoint File: File should include a title slide with the name of the project and the name of your firm followed by six photographs (mentioned above in #5) labeled and scanned in as JPEGs, RGB at 300 dpi. This file will be used for the awards judging and the banquet. Put the slides in the order they should appear when the jury statement is read. PLEASE DO NOT INCLUDE SOUND OR ANIMATION AND USE A WHITE/BLACK BACKGROUND IS PREFERRED BECAUSE THEY WILL BE MERGED INTO AN ACEC/MN TEMPLATE.
 - f. Jury Statement
 - g. Awards banquet description
 - h. **DON'T FORGET - Awards Banquet Photo:** Select one photo that you'd like to appear in the awards banquet brochure and the membership directory This could be a repeat of one of the six photos, however it should be scanned in as a separate image (as a JPEG, CMYK at 300 dpi)
10. Entries in Category A must include a supplementary report containing findings with graphs, drawings, etc.

Notebook Suggestions

1. The jury statement should be reviewed by someone not involved in the project to assure a readable, easily understood description in lay terms.
2. Photographs should try and include at least three shots of the completed project along with three shots of the planning, start-up and/or construction phases of the project. Where appropriate, people-oriented photos and slides (showing people using the project) are encouraged.

Panel Requirements – FRAMING OPTIONAL

(Due Jan. 28 – bring to banquet)

NOTE: Panels are required for Grand Winners and optional for Honor Winners

Panel text and photos should demonstrate the challenges, solutions and innovative uniqueness of key project elements. The panels should be prepared with high quality photos and graphics with minimal text. The panels should include:

1. A maximum of six photographs and/or graphics. Each image should be a minimum of 7" x 5" or 35 sq in. A background photo is not considered a photograph
2. Minimum 32 pt. type size in text and/or descriptions and minimum 28 pt. type for captions and graphics. (250 word maximum)
3. Title and location of the study/project, owner's and/or client's name and location, and entering firm's name and location should be shown on the front of the panel in minimum 32 pt. type. Additional reference to the firm's name may be made within the panel text.
4. The firm name, firm address, project name and category should also be on the back of the panel.

STATE PANELS (Due by Jan. 28 and can be brought to banquet). Panels are not required of honor award winners, but firms are highly encouraged to submit one)

- A 30"x30" panel to be displayed at the awards banquet. After the event, firms typically hang the panel in their office or give it to their clients.
- **OPTIONAL:** A 20"x20" panel (unframed) mounted on foam core or gatorboard for use with ACEC/MN's traveling display. ACEC/MN will reimburse entrants for **UP TO \$75** for the cost of this reproduction. Please make sure that your reproduction is durable (i.e. the ink will not run if it comes in contact with a drop of water and will not fade). Send or fax (952-593-5552) a copy of your invoice to Lynae Peterson for reimbursement and indicate it's for the awards panel. This panel becomes the property of ACEC/MN.

NATIONAL PANELS (GRAND WINNERS WILL SEND DIRECTLY TO NATIONAL BY JAN. 7)

- See "Photographic Display Panel" section on page 7, of call for entries brochure for details.

State Judging and Awards

A distinguished panel of individuals, representing several engineering disciplines, will be selected by the ACEC/MN Awards Committee to conduct the judging. Each judge receives a copy of your entry form, the project description and the executive summary to review prior to the judging event.

At least five Grand Awards will be presented and the Awards Committee reserves the right to limit the number of Honor Awards presented. Those entries not receiving a Grand or Honor Award will receive an honorable mention. Grand Award winners are eligible to compete in the ACEC Engineering Excellence Competition.

Award Resources

The following firms have worked on entries for the ACEC/MN competition in the past:

Writing Consultant

Anne Carroll
Carroll, Franck & Associates
1357 Highland Pkwy.
St. Paul 55116
P: 651/690-9162
carrfran@quest.net

Writing & Design

Laurie Peck
Headline
14397 187th Ave. NW
Elk River, MN 55330
P: 507/345-4034
lpeck_1@charter.net

Design/Panels

Lisa Carlson
Spiira Design
3956 Reservoir Blvd.
Minneapolis, MN 55421
P: 651/334-5143
lisa@spiira.com

Writing & Design

Breiter Marketing
PO Box 3405
Mankato, MN 56002
P: 507-345-4034
jbreiter@breitermarketing.com