



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Wisconsin

2020 Engineering Excellence Awards

EASY ENTRY WORKBOOK

The Easy Entry Workbook is designed to supplement the 2020 Engineering Excellence Awards Call for Entries. It provides step-by-step instructions, checklists and additional guidance to aid in preparing a winning entry. Contact ACEC WI with any questions.

**Submission Deadline:
October 31, 2019**

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Introduction

This Easy Entry Workbook is designed to help you gather and organize the necessary components for a winning entry into the ACEC WI Engineering Excellence Award competition. Helpful hints and specific instructions are included for your convenience. The workbook is especially beneficial for first-time entrants.

New this year, all EEA submissions will take place online. This workbook will help you prepare the materials that will be uploaded to the website. When you're ready to submit your project, go to the [submission portal](#).

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.

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. Use the entry checklists to properly format 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.

Key Dates and Deadlines

ACEC WI Submission Deadline	October 31, 2019
Entrants Notified of Awards	December 3, 2019
ACEC National Entry Deadline (for eligible entries)	January 3, 2020
ACEC National Judging Washington, D.C.	February 7-9, 2020
ACEC WI Awards Banquet The American Club, Kohler	April 17, 2020
ACEC Gala & Awards Presentation Washington, D.C.	April 28, 2020

Eligibility

Eligibility Check List

- Firm maintains an office in Wisconsin and is engaged in the private practice of consulting engineering. Members and non-members are eligible to enter.
- The firm's Wisconsin office 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 was completed and ready for use between November 1, 2017, and October 31, 2019. Research and studies or survey and mapping projects were publicly disclosed by the client between November 1, 2017, and October 31, 2019.
- Competition entry is 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.
- Joint ventures are eligible to submit. To qualify for the member rate, at least 50% of the JV firms must be ACEC Wisconsin members. The non-member rate applies to JVs with less than 50% ACEC Wisconsin membership.
- 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 \$675 for ACEC WI member firms and \$2,025 for non-member firms.

Project Application Form

This section is designed to help you fill out the project application form. This will be the first form you fill out on the online submission 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 in the project application form is required. Firm name(s), project name, and client/owner name(s) must be typed as they are to appear in publicity and on award plaques.

TIP: You will complete this form online before submitting any additional materials.

ABOUT THE PROJECT

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 45 characters.

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. If you have any questions regarding category selection, please contact ACEC WI at 608-257-9223.

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/studies/risk
- Value engineering

- 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, 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 Waste and Storm Water

- 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/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

Special Category: Significant Contribution by a Small Firm

A special category is available in Wisconsin to recognize projects that have a scope, schedule and/or budget that were positively impacted by contributions from a small firm (defined as 30 or fewer employees). Please see the Significant Contribution by a Small Firm Call information sheet and Entry Form for details. These projects will also be submitted through the online portal. To submit in this category, make sure that the box is checked “yes” on the project application.

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 project application form
- No – Leave box blank

Project Location

List the city and state where the project is located.

Legislative District Information

For projects located in Wisconsin, furnish the requested state district information for the project location. Omit this section if the project is located out of state.

Visit <http://maps.legis.wisconsin.gov> and enter the project address to find the district information.

Wisconsin Assembly District Number:

Wisconsin Senate District Number:

Completion/Use Dates:

Scheduled completion date (month/year):

Actual completion date (month/year):

Construction Costs

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.

Budget Information

Total construction budget:

Entrant's design portion of total construction budget:

Project Final Information

Total construction actual:

Entrant's actual construction portion:

Category A Costs

Category A projects only

Budget:

Actual:

ABOUT THE FIRM(S) ENTERING THE PROJECT

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. See page 5 for information regarding the member/non-member status of joint ventures.

Principal Approval

A firm principal must read the Engineering Excellence Awards competition entry. The principal should fill out the online form or authorize a firm representative to complete the process. Identify appropriate person to review entry and put that person's information down in the "Firm Contacts" area. Information needed for the project application form:

Principal Name:

Principal Title:

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. This information should also be provided in the "Firm Contacts" area. Provide the following information for the project's primary contact:

Name:

Title:

Address:

City/State/Zip:

Phone:

Email:

Marketing Contact (optional)

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. Include this information in the “Firm Contacts” area. Provide the following information for the project’s marketing contact:

Name:

Title:

Address:

City/State/Zip:

Phone:

Email:

ABOUT THE CLIENT/OWNER OF THE PROJECT

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 authorize the submission of the project. A letter of recommendation from the client and owner (if applicable) will be required later in the process.

Provide the following in the “Client/Owner Contacts” area:

Client Contact

Name:

Title:

Contact Information:

Owner Contact (if different than client)

Name:

Title:

Contact Information:

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 with 1" margins.
- Text must be a minimum 12 pt type, single spaced
- Should be saved in PDF format and uploaded to the "Executive Summary" area of the submission page.

Consider the following suggestions when preparing your executive summary:

- The executive summary must be concise.
- 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.
- Tell the story of the project.
- 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? Remember, this is the first document viewed by the judges; make a good first impression.

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 come a wide variety of backgrounds and interests and some will not have engineering technical knowledge. 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 six, 8.5"x11" pages with 1" margins.
- Text must be a minimum 12 pt type.
- Text in this session may be single spaced.
- Project description may include photos and/or graphics.
- Should be saved in PDF format and uploaded to the "Project Description" area of the submission page.

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

Clearly labeling these sections to match the judging criteria will make judging your project easier.

Role of the Entering Firm(s)

Note: refers to Call for Entries Project Description point 3a.

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 3b.

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:

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 3 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?

What was the solution?

2. Did the solution use new science or provide a breakthrough in general engineering knowledge?
3. Was there a unique application of new or existing technology, technique, material or equipment?
4. How was the solution different from a similar project?

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.
8. Did your firm play a significant role in the submitted portion of the problem? Clearly articulate what your firm did to solve the problem.

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. Individuals at the entering firm(s) do not need to be listed in this section.

Provide the following information for each key participant:

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

Key Participant Format Requirements

- Should be saved in PDF format and uploaded to the “Key Participants” area of the submission page.
- Formatting as desired.

Firm:

Key Contact:

Address:

City/State/Zip:

Phone Number:

Website:

Email address:

Complete the above information for each key participant.

Client/Owner Letter

The typed, one-page letter from the client and/or owner should describe the relationship with the entrant in the development of the project and how it exceeded needs. A letter from both the client and owner should be provided if applicable.

Helpful Hint: Request this letter early and allow sufficient time to receive this letter.

Client/Owner Letter Format Requirements

- One-page, typed letter on the client/owner's stationary; a copy is acceptable.
- Addressed to ACEC Wisconsin – Include the letter in the entry binder; do not have client/owner mail letter to ACEC Wisconsin.
- Signed by client/owner
- Should be saved in PDF format and uploaded to the "Client/Owner Letter" area of the submission page.

Note: WisDOT has a standard letter that they require entries to use. Please contact ACEC WI to get the letter

1. Describe the relationship between the entering firm and the client/owner throughout the term of the project.

2. Describe how client/owner needs were met/exceeded.

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.

Image Requirements

- Accepted file formats are JPE, JPG or JPEG
- 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
- At least 300 DPI (1920x1080 pixels) in RGB with landscape orientation (max. 1.2 MB each)
- For entries submitted under Category A, photographic representations of the study must be submitted.

Caption Requirements

- Captions are limited to 500 characters.
- Captions should be placed in the provided box on the online submission form. Place the caption to be in the same orientation of the adjacent image for easy reading by the judges.

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. Upload this as a PDF form.

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:

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 should be submitted to the “Supplementary Report – Only Required for Category A” area in PDF format.

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

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. **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.

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

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.

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

Note for National Competition:

The national competition has additional, specific requirements for panel graphics, text, formatting and lamination. 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 panel submission requirements.

Optional – Blog Post

To help promote the importance of engineering firms with legislators, submissions are encouraged to write a blog post about their project. Posts will be sent to legislators to highlight engineering achievements in Wisconsin. This is a members-only opportunity and is another way for firms to promote their expertise. Use the information below to get started; look for additional information after the submission date.

Guidelines:

- Most online article readers are “on page” less than 60 seconds. This means you should spend 90% of your time writing the headline and first sentence.
- Headline = Optimum length is 6 words and no more than 12 words. Must tell synopsis of the story without repeating the lead sentence. Should contain an action verb. Avoid beginning with a verb or asking questions. This is a phrase not a label. Use key words and generate interest.
- Images = Photo, drawing or other copyright-free graphics. Graphics may include a caption.
 - Header/Banner Image – sized to 1200x500 pixels
 - Insert Image – sized to 300 pixels wide
- Body text = Tell an engaging story. Hyperlinks may be used to provide additional details. Total length should be 500 to 700 words.
- Author and company bio = This is 2-4 sentences explaining who you are and where you are employed with links to your LinkedIn profile and the company website. Individual or company ties to ACEC WI should also be referenced. A logo will be included if provided.

Beginning to Blog:

- Maintaining a “content valued” blog will build and solidify your reputation. Below are a few tips to help develop stories.
- Obtain client approval to blog about their project.
- Do NOT sell. Your goal is to help and educate. This is not an advertisement for your company or ACEC WI.
- Be relevant, timely and of value. The content that people are seeking will create the greatest impact.
- Reference and link to other thought leaders and organizations within the engineering industry.
- Assume your readers will skim through a post and write accordingly.
- Use good grammar, sentence structure and read-ability measures. Follow AP Style standards.

Voice on the Web

- Use first person plural and write in a voice that is clear and offers perspective.
- Avoid all jargon (technical and non-technical).
- Avoid market-speak or other sales type language (e.g., moving forward, solutions, all on the same page, drive growth, win-win, etc.).
- Write conversationally, using clear words and examples that are concise and easily understandable.
- Emphasize through the words you choose, not through use of strong punctuation (such as an exclamation point).
- Write in sound bites. – Short sentences. Short paragraphs. One thought per sentence.

Entry Checklists

The 2020 Engineering Excellence Awards Call for Entries includes check lists to properly prepare your entry. Please refer to pages 8 and 9 of the Call for Entries for the check lists.