



Let's Connect

STRUCTURAL ENGINEERING FIRM CEO ON MARKETING PANEL AT SAN FRANCISCO CONFERENCE

April 29, 2009

FOR IMMEDIATE RELEASE

WAYLAND, MASSACHUSETTS- Allison S. Tabor, CEO of San Ramon structural engineering firm TEAC, will participate in a panel of architecture, engineering, and environmental consulting firm presidents and CEOs at ZweigWhite's 2009 A/E Marketing Now Summit, taking place May 21-22 at the Omni Hotel in San Francisco. The CEOs on this panel will address the value and importance of marketing from the mile-high point-of-view, including: what they feel their own marketing roles are; how they interact with the marketers on their staff; what results they expect from marketing initiatives; and whether they are planning to spend more on marketing now or less, and why.

According to an article by James Surowiecki in the April 20, 2009 issue of The New Yorker, "numerous studies have shown that companies that keep spending on acquisition, advertising, and R. & D. during recessions do significantly better than those which make big cuts...but, when hard times hit, most companies...hunker down, cut spending, and wait for good times to return." Have the marketing budgets at architecture, engineering, and environmental consulting firms been scaled back? The design and construction industries have certainly not escaped the impact of the economic downturn. How the specific firms represented on this panel are responding will be the focal point of this session, and a highlight of the conference.

<http://events.zweigwhite.com/marketing/>

About TEAC: TEAC Structural Engineering provides value-added structural engineering services for commercial and residential projects ranging from single and multifamily units to mixed-use, retail, office and hotels. As a SBE, WBE/DBE certified firm, with LEED AP Leadership, TEAC specializes in the design of new buildings as well as in the seismic evaluation and rehabilitation of existing structures. The firm is headquartered in San Ramon, CA with additional offices in Fresno and Sacramento.

<http://www.teacengineers.com/index.html>

About ZweigWhite: ZweigWhite is the nation's leading source of business management services for architecture, engineering, and environmental consulting firms. The ZweigWhite team consists of experts in strategic business planning, business valuation, ownership transition, human resources management, finance and administration, mergers and acquisitions, market research, marketing, project management and project delivery methods who collectively produce a comprehensive suite of products and services, including newsletters, industry reports, executive training, business conferences, and advisory services covering virtually every aspect of firm management. The firm is headquartered in Wayland, MA, with additional offices in, Chicago, IL and Washington, DC.

<http://www.zweigwhite.com/>

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